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OL. IV NO. 191

Schlesinger not helping dollar, Blumenthal says

WASHINGTON, Feb. 9 (UPI) — U.S. Treasury Secretary W. Michael Blumenthal says pessimistic statement by Energy Secretary James Schlesinger about oil supplies is kind of thing that causes investors to buy gold and abandon the dollar and other currencies.

Blumenthal's comment was made Thursday to the Senate

World leaders urge Bhutto's life saved

LONDON, Feb. 9 (Agencies) — World leaders have urged the Pakistani government to spare the life of former prime minister Zulfikar Ali Bhutto.

Soviet President Brezhnev has also made an appeal in a message which followed others from world leaders and asked Pakistani President Zia-ul-Haq to exercise clemency towards Bhutto, Tass said.

The essence of the indictment is a purely internal matter for Pakistan, yet guided his plea on humanitarian grounds.



Michael Blumenthal

Blumenthal, proclaiming that the Carter administration's program to shore up the dollar abroad is working, was asked by Senator Pete Domenici, Republican New Mexico, to explain why foreign investors seem to be interpreting the economic signals differently.

There has been some weakening of the dollar this week, Blumenthal conceded. He blamed it mainly on the unsettled political situation in Iran, which has resulted in the cutoff of Iranian oil and has created uncertainty among investors.

"In Secretary Schlesinger's statement Thursday he indicated that the situation in Iran has a serious impact on the world and the U.S. oil demand and supply situation, which clearly is the kind of thing that causes people to run to gold," Blumenthal said, referring to the official transcript of the session.

Blumenthal did not challenge Schlesinger's interpretation of the Iranian situation. He simply suggested that such an assessment from the energy secretary caused some investors to panic. It would be wrong, the treasury secretary went on, to conclude from this week's fluctuations of the dollar that the administration's dollar protection program is not working.

He said that the strong Japanese yen, for example, also has been falling because of uncertainty about oil supplies. "People are waiting to see what Congress will do, what will happen to inflation" the second half of the year, Blumenthal said.

European gold prices meanwhile slumped six to seven dollars in early trading Friday after hitting a record \$254 an ounce at one stage in London trading the previous day. The dollar was narrowly mixed.

London gold dealers quoted an early price for the metal of \$243.75 an ounce, a fall of six dollars from Thursday's closing price. In Zurich, Europe's other major bullion center, gold was quoted at \$243.50, a fall of seven dollars from Thursday's closing price.

Dealers said one cause of Friday morning's stupor was a bout of profit taking in a nervous and extremely busy market. They said it reflected a lower overnight market close in New York.

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TWELVE PAGES — ONE RIYAL

Sultan, Brown discuss mutual relations today

RIYADH, Feb. 9 (SPA)—U.S. Defense Secretary Harold Brown was to arrive here Saturday for a two-day visit to Saudi Arabia on the first leg of a Middle East tour.

Saudi Minister of Defense and Aviation Prince Sultan ibn Abdul Aziz will meet Brown when he arrives and then hold talks with him on mutual relations between the two countries.

Brown will later attend a joint demonstration by cadets from King Abdul Aziz Military Academy and King Abdul Aziz Air Force Academy.

Earlier, SPA described Brown's visit as an important step in Saudi-American relations.

The official agency quoted U.S. Ambassador John West as saying Thursday that Brown's talks with Saudi officials will center on bolstering Saudi-American relations, developments in the Middle East, and peace in the region.

Brown will travel to Jordan, Israel and Egypt after he leaves Saudi Arabia during his nine-day tour of the Middle East.

U.S. officials have said Brown's trip comes at a time of increased guessing over Soviet intentions in the area. It comes, "at a time when the Soviet Union is trying to capitalize on the departure of the Shah from Iran and is keeping a high profile in such countries as Afghanistan, South Yemen and Ethiopia," officials said.

"It is also a signal to the Soviets that this is one area where we (the U.S.) would not sit idly by as they did what they wished," the officials said.

Brown will be the first U.S. defense secretary to come to Saudi Arabia, and his trip here comes just a month before Crown Prince Fahd is to go to the United States for talks with President Jimmy Carter.

After his visit here Brown will leave for meetings with Jordan's King Hussein, Israeli Prime Minister Menahem Begin and Egyptian President Anwar Sadat.

At a press conference in Jeddah Wednesday, according to SPA, West repeated a U.S. State Department statement disclaiming recent comments critical of Saudi Arabia made by U.S. Senate Foreign Affairs Committee Chairman Frank Church (D-Idaho).

These were the expressions of one member of the Senate and do not reflect the majority.

South Yemen airport under siege -- Sanaa
SANA, Feb. 9 (R) — Guerrillas are besieging South Yemen's second biggest airport, North Yemen said Thursday night.

Sanan radio said an undisclosed number of officers and soldiers had mutinied and joined the Yemeni Unity Forces (YUF) fighting South Yemen's Marxist government.

It quoted a YUF statement as saying Belhaj military airport second most important after Aden, was under siege and that passenger and commercial planes were unable to land.

The statement also said YUF anti-aircraft guns had shot down a South Yemeni MIG-17 plane but it did not say where or when.

Australia, Saudi Arabia may sign trade agreement
RIYADH, Feb. 9 (SPA) — The deputy premier of Australia said Friday his talks with Saudi officials will deal with increasing cooperation in trade, agriculture, medical care, and energy and might result in the signing of a trade and technical cooperation agreement.

John Douglas Anthony who is also his country's minister of commerce and minerals said upon arrival here on an official visit that the climatic and geographical similarities between the two countries will help considerably in fostering cooperation between them.

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Algosaibi announces

Kingdom to buy 20% share in Bahrain aluminium plant

By a Staff Reporter

JEDDAH, Jan. 9 — Gulf industrial cooperation through joint ventures took a step forward in Manama Tuesday with a Saudi decision to take an equity position in a Bahrain aluminium plant.

Speaking after a meeting here with Bahrain Minister of Development and Industry Yusuf Shirawi, Saudi Minister of Industry and Electricity Dr. Ghazi Algosaibi said that the Kingdom had decided to purchase a 20 per cent stake in the Aluminium Bahrain (Alba) smelter.

Opened in 1971 as Bahrain's first major industrial project, the smelter is a joint venture of the Bahrain government, with 80 per cent, and two foreign firms. Alba recently announced plans to increase production by an additional 38 per cent to a total of 157,000 tons a year, and presumably the Saudi investment will help finance the installation of extra smelting capacity.

While provision for Saudi Arabia's own aluminium smelter, a 220,000-ton a year plant at Jubail, was included in the Second Five-Year Plan it now appears to have been relegated to a fairly low priority.

Saudi Arabian Basic Industries Corporation (Sabic) Executive Abdul Aziz Al-Zamil indicated recently that little progress was being made on the project because of the vicissitudes of world aluminium prices and because of production of other regional smelters.

Apart from the Alba plant, Dubai is to operate an 135,000-ton a year plant through Dubai Aluminium (Dubal).

Before departure for Bahrain, Dr. Algosaibi singled out aluminium smelting as a key area where Gulf duplication should be avoided.

He told reporters after a meeting here that international consultancy firms will be contracted to study four industrial projects in the zones.

Assad says peace should be decided at United Nations

DAMASCUS, Feb. 9 (AP) — President Hafez Assad has said the way to keep the doors open for a political solution in the Middle East was in sum the entire issue" to United Nations.

Speaking Thursday at a dinner visiting Yugoslav President Tito, Assad said the was "the most capable and the most powerful body deal with this case."

But if things continue to go the way they are doing, it would mean closing ever the door for peace, he added.

Assad reminded Tito of his visit during his previous visit to Syria in 1974 that peace in the Middle East "requires an immediate Israeli withdrawal to pre-June 1967 lines and recognition of the state of the Palestinian people."

Israel border guard faces trial after injuring Palestinian youth

TEL AVIV, Feb. 9 (AP) — Military authorities will put on trial a border police trooper who broke the leg of a 17-year-old Palestinian youth during a fight in military government headquarters in Ramallah in the occupied West Bank, a spokesman has announced.

Maj. Shimon Mendes said youth, Issa Riman of the Ramallah refugee camp, suffered a broken leg Wednesday when he fought with an unidentified trooper as he was put into a detention cell.

The youth, who was transferred to Jerusalem's Hadassah hospital for treatment, was shot during disturbances which West Bank Palestinian students demonstrated threw rocks at Israeli veterans, the spokesman said.

The military commander Ramallah heard of the incident and reported it to the commander, who together with the border police commander decided to put the trooper on trial," Mendes said. "I could not say what specific charges the trooper

face.

Israeli Prime Minister Menachem Begin and Israel's justice minister denied a report

in the "Washington Post" charges were "utterly false, baseless and libelous."

In another development, a high U.N. official is being dispatched to Lebanon and Israel next week to discuss the restoration of Lebanese government authority in South Lebanon, a U.N. spokesman announced Thursday.

The visit to the troubled

area by Brian Urquhart, under-secretary-general for special political affairs, follows

death there last Saturday of six U.N. soldiers — two Fijians

and four Norwegians.

He was buried in a cemetery

in Lebanon.

Urquhart was traveling

on behalf of Secretary-

General Kurt Waldheim who is instructed by the Security Council to work out with Lebanon a program for restoration of Lebanese authority in the area.

He was also to discuss with

all concerned the current situation regarding the peace-

keeping force, known as the United Nations Interim Force in Lebanon.

U.N. officials have complained

that although Israel has withdrawn, its continued support for Lebanese rightist militias in the area has barred

U.N. forces from patrolling

their assigned area and pre-

venting continued clashes between the rightists and Palesti-

nian commandos.

Security forces were investi-

gating the device, the police

said.

In Israel, where most of the

population is either in the

standing army or military re-

serves, hitchhiking stations are

set up like bus stops along major highways to make it easier

for drivers to stop for sol-

diers,

he said.

He was transferred to the

United Nations Interim Force in Lebanon.

He was buried in a cemetery

in Lebanon.

Carter calls in officials in attempt to stifle leaks

WASHINGTON Feb. 9 (AP) — President Carter, disturbed by news reports he believes gave an inaccurate picture of administration activities, has formally cautioned key advisers to be careful what they say to reporters.

Carter expressed himself to top State Department officials and his own foreign and domestic policy assistants in a series of at least three recent unannounced meetings.

The sessions were disclosed by White House Press Secretary Jody Powell on Thursday.

Powell said the president told his advisers "that those of us in responsible positions

ought to be very careful about making public comments which could contribute to a misapprehension about what our policy was with regard to something about was how we did ours."

Powell said it is a "verging sort of thing" to reconcile the two sometimes conflicting goals of conducting an open administration while seeking to avoid news reports that make "national policy less likely to succeed."

Powell said Carter did not blame the reports on inventions by reporters, but believes almost all of them stem from comments by his subordinates.

The president was reported to have added that "in any

case, the one thing we (in the administration) couldn't do anything about was how you (reporters) all did your job, but the thing we could do something about was how we did ours."

Carter, it was understood, called in top State Department officials in an effort to halt what he considers unhelpful comments about dissent from administration foreign policy.

Some of the stories have dealt with differences of opinion between Secretary of State Cyrus Vance and Zbigniew Brzezinski, the president's national security adviser, on such matters as policy toward the Soviet Union and China.

Meanwhile, the American public's rating of Carter's work has sunk almost to the lowest levels of his administration in the wake of the turmoil in Iran and the lack of a peace pact in the Middle East, a new Associated Press-NBC News poll shows.

A significant part of the drop for Carter—eight points since December—came among members of his Democratic Party.

Veteran Tartar dissident said detained in Tashkent

MOSCOW, Feb. 9 (R) — Soviet police arrested veteran Tartar activist Mustafa Dzhemiliyev Thursday and charged him with violating probation by trying to leave his home city of Tashkent, dissident leader Andrei Sakharov said.

Sakharov told Western reporters that Dzhemiliyev, who has served a total of eight years in labor camp in connection with his dissident activities, was summoned to a police station and detained after he had tried to board a plane to Moscow.

In a statement which reached foreign reporters Wednesday, Dzhemiliyev said he was renouncing his Soviet citizenship and applying to emigrate to the United States because of continual police action against him.

He has been under probation since his release from a two-year camp term for anti-

ment and movement of ethnic Chinese in Vietnam. There have been border incidents that resulted in bloodshed, and both sides have accused the other of provocations and incursions.

Hiroyuki Okazaki, the Agency's intelligence chief, said the planes are relatively old MiG-17s and MiG-19s, the mainstay of the Chinese air force, along with some more modern aircraft. He declined to estimate the total, but discounted published reports that put it in the hundreds.

He said intelligence reports received in Tokyo indicated the planes were moved from central China to the southern border area since Vietnam-Cambodia border clashes flared into a full fledged invasion that deposed the Cambodian government of Pol Pot.

China has supported the ousted Phnom Penh regime, while the Soviet Union is a backer of Vietnam.

China also has had its own border problems with Vietnam, starting last year with the treat-

ment of a military assistance group. In addition, two development aid loans worth \$10.5 million were cancelled and no new loans will be concluded, State Department spokesman Hodding Carter said.

He said no new arms would be sold to Nicaragua through official or private channels. Military assistance was in fact suspended some months ago, but has now been terminated.

Spokesman Carter said the United States decided to reassess its relations with Nicaragua after Gen. Somoza rejected a proposal by a three-nation mediating team for a political solution to the civil strife in his country.

The State Department also said Thursday it was withdrawing 47 American government personnel from Nicaragua, reducing the U.S. presence there by more than half.

The Americans to be withdrawn are 11 embassy officials,

11 employees of the U.S. aid program, 21 Peace Corps volunteers and four members of

the opposition front (FAO) accepted the proposal but Gen. Somoza's governing Nationalist Liberal Party (PLN) rejected it and mediation was suspended.

Opposition leaders reacted favorably to the announcement Friday but there was no immediate word from Somoza.

Government sources said

Withdraws half of personnel

U.S. severs aid to Somoza government

WASHINGTON, Feb. 9 (R) — The United States has announced that it is ending economic aid and military assistance to Nicaragua because of President Anastasio Somoza's rejection of a mediated solution to bitter civil strife in his country.

The State Department also said Thursday it was withdrawing 47 American government personnel from Nicaragua, reducing the U.S. presence there by more than half.

The Americans to be withdrawn are 11 embassy officials, 11 employees of the U.S. aid program, 21 Peace Corps volunteers and four members of

Somoza called it an intervention in his country's internal affairs.

Last December the United States, Guatemala and the Dominican Republic proposed a plebiscite under international administration and supervision. The broad opposition front (FAO) accepted the proposal but Gen. Somoza's governing Nationalist Liberal Party (PLN) rejected it and mediation was suspended.

Opposition leaders reacted favorably to the announcement Friday but there was no immediate word from Somoza.

Opposition leaders were



President Somoza quick to praise the move, saying, "It is a rude shock for Somoza."

Adolfo Calero Portocarrero, prominent opposition leader, said it was about time the United States had taken a firm stand against Somoza government.

"In reality, the position of the North American government is not a surprise," said Calero Portocarrero. "Before this, the direction of (U.S.) policies with Nicaragua was losing credibility because it was not consistent."

He said President Carter's action now gave him some faith in U.S. politics and its desire to remedy the political crisis in Nicaragua.

Government drops charges against official of ITT

WASHINGTON, Feb. 9 (AP) — The government Thursday dropped perjury and conspiracy charges against an official of International Telephone and Telegraph Corp. because it said it did not want to risk revealing national secrets at his trial.

District Court Judge Aubrey Robinson granted the Justice Department's motion to dismiss its case against ITT executive Robert Berrellez, previously indicted for conspiring with CIA officers to obstruct a 1973 Senate investigation into efforts by the agency and ITT to block the 1970 election of Salvador Allende as president of Chile.

Berrellez was an ITT public relations official in Chile at the time of the Senate hearings. He is now employed by the company in California.

Robinson gave the government 10 days to decide whether it will pursue its case against Edward J. Gerrity Jr., a senior vice president of ITT, who was also charged with the same offense.



MILAN: Renato Curcio (left) founder of the Red Brigades, with members Nadia Manzoni (center) and Angelo Basone, in court. Thursday Curcio had his jail sentence increased from seven to 12 years for possession of arms and attempting to kill a policeman during his 1976 arrest. (AP photo).

China, Portugal establish ties

PEKING, Feb. 9 (R) — China and Portugal Thursday formally recognized each other and Lisbon said it would continue to administer Macao, a tiny piece of Chinese territory. The two countries said they would exchange envoys within three months. Peking's announcement, carried by the New China News Agency, did not mention Macao. But Portuguese Prime Minister Carlos Mota Pinto said in Lisbon that there would be no change in the status of the oldest European outpost in the Far East.

Arms cache seized near Sydney

SYDNEY, Australia, Feb. 9 (AP) — Police raided a house near Sydney on Friday, seized bombs and explosives and arrested three men police officials said were Croatians who planned to blow up Sydney's water supply. The raid followed weeks of investigations. "God knows what would have happened if the plot had not been foiled," a senior police officer said.

Haitian election unusually free

PORTE-AU-PRINCE, Feb. 9 (AP) — Haitians vote Sunday for 58 legislative assembly deputies at the end of a campaign marked by some unusual outspokenness in this tightly-run nation. There has been strong popular response for candidates who promise to remain independent. The assembly has been frequently criticized for routine endorsements of plans and proposals of president-for-life Jean-Claude Duvalier, as it did those of his father, Francois "Papa Doc" Duvalier.

Bus crash kills 28 near Bombay

BOMBAY, Feb. 9 (AP) — At least 28 passengers were killed when a bus collided with a tank truck and plunged into a creek near Bombay, the United News of India reported Friday. The accident took place late Thursday when the truck tried to overtake the bus, crashed into it and also toppled into the creek at Vasi, 20 kilometers north of this city, UNI said.

18 die in Brazil plane crash

SAO PAULO, Feb. 9 (AP) — A small Brazilian airplane crashed into a pine grove and exploded in southeastern Brazil Thursday night, killing all 18 persons aboard, officials of the airline reported.

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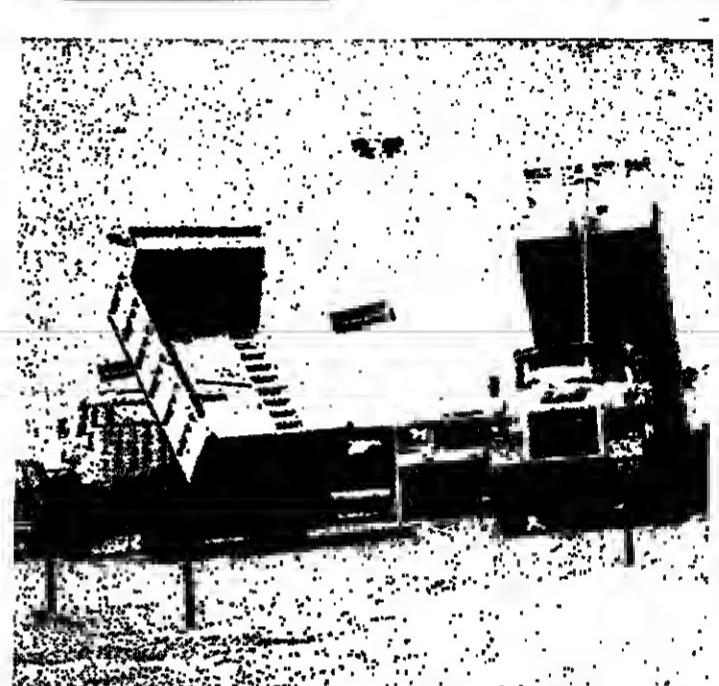


MOTOR SHOW: Cars and other vehicles exhibited at the motor show by some of the 37 international manufacturers. The cars ranged from the latest Rolls Royce Corniche to the Mitsubishi Galant pick-up which was made specially with Saudi Arabia in mind.

The show, which will be open until Feb. 23, represents a number of car dealers the country's only bus manufacturing plant Petromin, and many others. Sandia, the national carrier put on show the racing car that it has financed for Alan Jones and Chay Reguzsouzi to drive.

The show was held inside an inflated hall while many of the larger equipment, like cranes and shovels were placed outside it.

A few thousand visitors thronged the hall and show grounds on the opening night.



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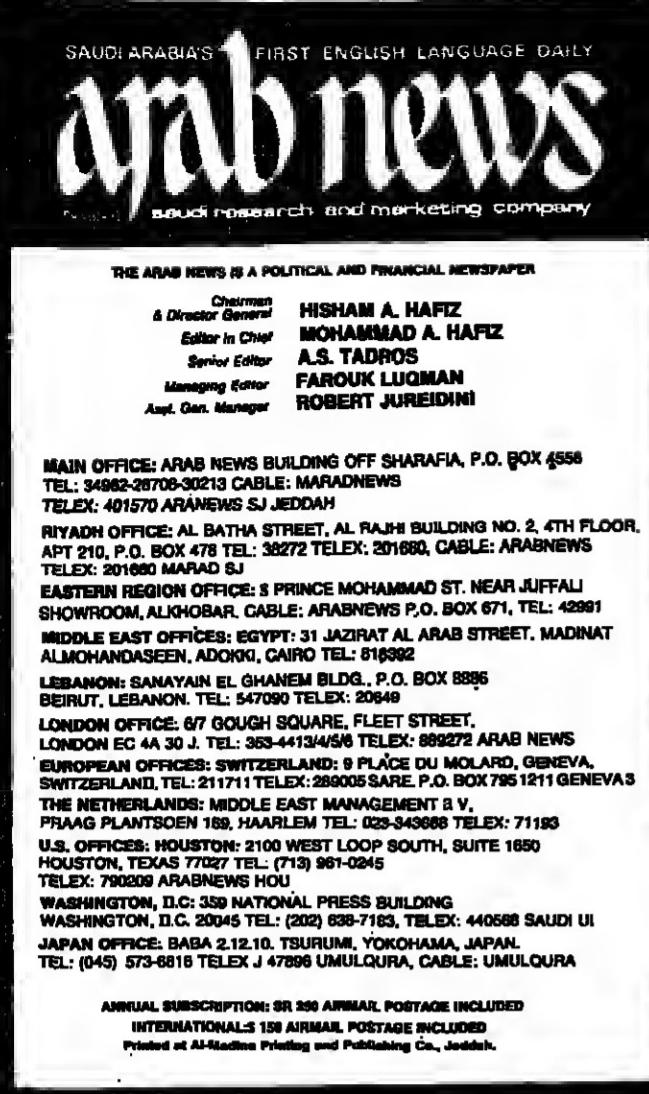
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AGONIZING REAPPRAISAL

The visit of the U.S. Defense Secretary Harold Brown to the region at this time highlights the anxiety of the U.S. administration at the turn of events, in what has been described as the "crescent of crisis", stretching from Afghanistan to the Horn of Africa.

For the United States, the imminent fall of the Shah can be a terrible blow and it seems unlikely that he will be replaced by anything approaching a pro-Western regime in Tehran.

At best, any new government in Iran would be neutral in conflicts between the two superpowers for obvious reasons. Afghanistan is now firmly in the Soviet orbit, having sealed its Moscow-oriented policy with a friendship treaty that means a lot more than just friendly relations. Ethiopia is equally ensnared by the Soviet Union which helped it regain the Ogaden and Eritrea.

Meanwhile the United States sat on the fence tantalizing Somalia with military and economic assistance so long that the Somalis have decided to mend fences with the Soviet Union once more.

Further south, at the mouth of the Red Sea, South Yemen prides itself on being the staunchest ally of the Soviet Union in the Arab world and shows no indication of moderating its policies with regard to North Yemen or to the neighboring sultanate of Oman. It still sponsors a liberation front that aims at overthrowing the regime in Muscat and the rest of the Gulf. Oman is, therefore, particularly in need of firm assurances that it would not be left in the lurch in the event of another onslaught on its southern region of Dhofar now that Iranian troops have been withdrawn or are about to go.

The remaining states that consider the United States a friend or, at least prefer it to any other, are worried not so much by what may happen inside them, for they are pretty secure, but by what may come from outside in the form of subversion or outright aggression disguised as "popular fronts" for their "liberation."

Cambodia is a shocking example of what aggression wearing "popular front" jackets can do.

These states do not want a security pact with the United States as much as an unflagging U.S. determination to stand by them in the event of foreign aggression or foreign-supported subversion. This will not be easy since the United States is severely handicapped by its failure to persuade Israel to give up the occupied Arab lands and find an honorable solution for the Palestinian problem.

Brown's visit, then, comes at a time of heightened tensions throughout the area. And it will be an occasion for some agonizing reappraisals — from both sides. Few would envy him the task he faces.

ONE STEP FORWARD

One of the first steps towards a more meaningful industrial coordination among the Arab states of the Gulf was taken this week when Saudi Arabia's minister of industry and electricity signed an agreement to buy 20 per cent of the state-owned Bahrain aluminium company, Alba.

Speaking on the occasion, Dr. Al-Gosaibi said that the agreement sprang from a sincere desire to embark on a practical program of industrial cooperation in the region.

Saudi Arabia thus takes a leading step in the direction of rationalizing the industrial development schemes of the region which has suffered in the past from a plethora of identical plans and projects that only succeeded in competing with each other, and entailed the expenditure of huge funds that could have gone into better pursuits. It was for this reason that seven Gulf states set up in 1975 the Gulf Organization for Industrial Consulting to study the various industrial plans of the member states and advise on their feasibility in the context of the whole region.

There are many instances of wasteful use of resources that arose out of a highly restricted view of what constitutes national interest which, it is hoped, will have now been relegated in the interest of the region as a whole.

India's northeast

By Granville Watts
afflicting the northeast

GAUHATI, India — India's sensitive northeast frontier region, an area of jungle-clad hills bordering China, Burma and Bangladesh, is again causing concern to the central government in New Delhi.

Home Minister H.M. Patel has just visited the troubled border between Nagaland and Assam where armed Nagas killed at least 50 people last month.

The incident arose from a long simmering row between the two states over disputed forest areas and followed a declaration by the Assam state government that land entitlement would be given to some non-Naga settlers in one of the forests.

In Manipur state, the privileges given tribals, such as non-payment of taxes, has produced a backlash among the plains people who have set up their own militant movement.

The two main insurrections in the area are in Nagaland and Mizoram. — (R)



Brown on Mideast tour

U.S. dependability

By Alan Cowell

BEIRUT —

U.S. Defense Secretary Harold Brown seems certain to face mounting Arab disenchantment with Washington when he begins a Middle East tour Saturday intended to affirm America's dependability as an ally.

Many moderate Arab states regard the political turmoil in Iran as the latest sign of U.S. ineffectiveness and lack of commitment to traditional allies around the globe — from Africa, through Afghanistan to Taiwan.

Saudi Arabia, the first halt on Brown's tour, is reported to be particularly apprehensive about U.S. ability to guarantee protection.

Recent criticism of Saudi Arabia by influential U.S. Senator Frank Church has also, in the view of Arab diplomats in Beirut, further displayed the power of the pro-Israel lobby in America to undermine Washington's commitment to its Arab allies.

Brown was leaving Washington Friday as the personal representative of President Carter. He will visit Saudi Arabia, Jordan, Israel and Egypt, and reports from Washington say his mission represents a "hands-off" message to the Soviet Union.

But his tour may be viewed in the Arab world as an example of too little, too late. The collapse of Iran as policeman of the Gulf — source of 90 per cent of the non-Communist world's oil — has focussed attention on Saudi Arabia as the West's most important ally on the oil lanes and as a moderating force in Arab diplomacy following the Camp David accords.

But the reported Saudi disengagement with the U.S. had taken root long before the

Iran crisis. Soviet gains in Angola and the Horn of Africa had already set the Kingdom's rulers wondering about U.S. reliability.

Arab sources detect the beginning of a Soviet campaign to win the Saudis away from their traditional close ties with the U.S. — although Saudi officials deny that the staunchly Islamic nation is planning any shift towards the Communist world.

Observers in Jeddah say it appears certain that Brown will be told the U.S. must prevent any outside interference that would dilute Islamic values or threaten the Gulf's economic independence.

Washington's termination of diplomatic ties with Taiwan was also a factor in the official recognition of Peking which has drawn criticism from the semi-official Saudi Press, which expressed fears that America is prepared to ditch traditional friends where superpower considerations dictate. Despite this, the Saudis have refrained from anti-western moves in Arab diplomacy or in their oil policies, Arab diplomats said.

Diplomats in the Gulf say Brown may try to bring about an informal defense grouping led by Saudi Arabia and backed by the U.S.

But Reuter correspondents in the Gulf, Saudi Arabia and Jordan reported that there was scant prospect of a formal security pact as proposed by some U.S. congressmen.

In Jordan, Arab diplomats say U.S. handling of the Iran crisis has reflected badly on American dependability as an ally.

King Hussein has stressed that his country is a sovereign state that will not accept pressure from any quarter. Jordan has rejected the Camp David accords and shamed the Palestinians including their independent state without a combined Arab effort that can force it to do so.

"Al-Bilad" editorial dealt with Crown Prince Fahd's statement that Islam was the cornerstone of life in this country, in every field of human endeavour and that we ought to adhere to its tenets so that we may rebuild the glorious structure which we seek. Our conflict with communism and Zionism will not be confined to a clash of arms but to that of ideology which will help us triumph.

"Al-Jazirah" warned of a possible Israeli attack on some parts of the Arab world as a result of a combination of factors now at work in the area. It said that the situation is critical and could lead to armed conflict between the Arabs and Israel. These factors include continued Israeli attacks on Lebanon, the increased peace treaty with Israel without certain guarantees. Add to this the situation in Iran and Israel's loss of Iranian oil supplies which may drive it to commit further aggression on Arab lands. The next two weeks will, therefore, witness the advent of a hot summer in the Middle East and the Gulf this year, the paper concluded.

Who gives Rhodesia oil?

By Tami Buhman and Reed Kramer
(The writers are reporters and editors for the Africa News Service, which produces a weekly newsletter and radio news on Africa.)

shows that the parent companies have lost control of their South African subsidiaries. And certainly it raises questions about what the United States government may have known.

DURHAM,

North Carolina —

For two and a half years, five Western oil companies have been named in a series of charges and disclosures as the direct and indirect suppliers of almost all of Rhodesia's petroleum products during the last 12 years, in defiance of a United Nations embargo. They are British Petroleum; Shell International Petroleum Co., based in London; Mobil, Caltex and the Compagnie Francaise des Petroles, the French government oil concern. Now, the Treasury Department has confirmed the reopening of its 1976 investigation, which it called inconclusive, into possible sanctions violations by American firms.

The decision, made last fall, has pointed up the inability of United States officials to agree on a southern Africa policy that will be viewed as genuine by the Africans it is meant to influence.

In fact, the Treasury move surprised the State Department, which was still debating what sort of new probe might be needed in light of recent shell and British Petroleum admissions that they participated in a secret scheme to insure Rhodesian supplies.

The roles of B.P. (with 51 per cent British government ownership) and Shell (privately owned) — British and Dutch-owned

came to light through the research of two English writers, Bernard Rivers and Dr. Martin Bailey, whose articles have

provoked a corporate and government scandal, and more disclosures are expected.

An official commission headed by attorney Thomas Bingham has verified large-scale violations of the sanctions, and in December Prime Minister James Callaghan called for a parliamentary investigation into why government leaders did nothing to prevent them.

Rivers, currently research director for the Council on Economic Priorities in New York, says the Treasury's reinvestigation less as "we fairly can," he argues.

"I wonder how you would feel if you lived in South Africa and faced the possibility of 15 years in jail from a government that has made no bones about its attitude on this subject?"

There the matter stands, with no explanation why Shell and B.P. — which are subject to the same South African laws — have ignored dangers of prosecution under the Official Secrets Act, which forbids any inquiries into oil matters, and United States prohibitions on trade with Rhodesia.

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South Africa's oil supply to any extent, I am sure Pretoria would have leaned on (Prime Minister Ian D.) Smith and substantive negotiations would have resulted."

Instead, South Africa continues to profitably ship

to Rhodesia, backed up by the promise of the five international-owned subsidiaries to meet any domestic shortfalls.

That agreement now fac-

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Good food without the frills

By Box Wellah

JEDDAH -- The small dining room in The Embassies Hotel here can seat only 40 persons. There is a friendly and informal atmosphere. The place is quite without extravagance pretentiousness and the management concentrates on the quality of the food. Covers are changed for each new patron and the ambience is bright, clean and business like.

The nine waiters, all Filipinos, are young, cheerful and helpful. They obviously enjoy their work. Sometimes, in the smart restaurants of Jeddah, one feels somewhat overawed by the solemnity of the phalanxes of tightly uniformed waiters advancing to perform what might be a sacred rite. In the Embassies, the keynote of customers-staff relations is a smile. Muzak is discreetly in the background and does not inhibit conversation.

Besides the daily changed table d'hote dinner menu (about SR 40) there is a very extensive a la carte menu with a wide variety of Oriental and European dishes and grills.

The feature of the restaurant is a carefully selected short list of Filipino specialties and, as one would expect, these dishes show the influences of both Chinese and Spanish cuisine.

We chose Chicken Adobo and Fried Fish Sarsiado. The Adobo is made of succulent pieces of chicken baked in a thick soy sauce and served with a selection of crisp, fresh vegetables. The meat was tasty and tender and the sauce Piquant and interesting. The fish Sarsiado is made of chunks of local fish fried quickly and served in a sweet/sour sauce



Taher Helmy is congratulated by Chief Justice Warren Burger. Egyptian Ambassador Ashraf Ghorbal (center) looks on.

(the Chinese influence), long beans and carrots. We had a Shanghai fried rice to accompany our choices. Helpings were generous and the food was hot and specially prepared to order. All the usual sauces were available on the table.

The menu does not show much imagination in the selection of sweets, but a specialty baked custard is available to order. Turkish coffee is served.

The bill for two very satisfying main dishes and drinks was SR 68, and there is, uniquely, no service charge.

Endangered species still sought by hunters

By Ena Kendall

LONDON — People who refuse to wear fur on the grounds that they look better on their original owners are no longer regarded as eccentric.

Public opinion, with a few helping prods from conservationists, is gradually swinging round to the view that human vanity is a poor reason for

The restaurant is highly recommended for its sensible, matter of fact approach to producing nice food without unnecessary and expensive frills.

We spoke to Celestino, the restaurant manager, afterwards, who explained that he purchases meat, fish and vegetables from the local markets daily and does not store food in a freezer. He recommended that when we next visit we should try the Singani shrimp soup and the Beef Mechado which, he believes, are the best offerings of the three Filipino cooks.

endangering animals already under intolerable pressure.

The luxury market in industrial countries is one of the main stimulants for the war of attrition against many species.

Leather of the highest quality comes from the skin of the saltwater crocodile, and crocodiles and alligators, often shot before they have a chance to breed, are among the world's most threatened animals.

The colobus monkey, a spectacular fellow with a beautiful black and white skin, is being trapped by the hundreds in East Africa because of the demand for its skin to make rugs. It takes the deaths of about 12 monkeys to make one rug.

Small boatloads of walrus heads have been observed in Alaska, where the animals have been decapitated for their tusks. Even the practice of faking "walrus" ivory carvings from the ivory of African elephants has not stopped a rapid rise in walrus killing. —(OFNS)

Egyptian lawyer admitted before U.S. high court

By a Staff Reporter
Washington Bureau

WASHINGTON — Egyptian attorney Taher Helmy has become the first Egyptian national to be admitted to practice before the U.S. Supreme Court.

Helmy, a member of the board of the Egyptian Bar Association and a practicing attorney in the United States, was admitted before the Supreme Court on Jan. 22.

Also a member of the American Bar Association, Helmy was admitted before the Supreme Court of the State of Illinois and the Federal Court of the Northern District in 1975.

While also now a U.S. citizen, Helmy applied for admission before the U.S. Supreme Court on the basis of his Egyptian citizenship, and was the first of his countrymen to be so approved.

Helmy arrived in the United States in 1967 and received his Doctor of Law degree here in 1974.

After graduation, he joined the New York law firm of Cahill, Gordon and Reindel. A year later, he moved to Chicago and joined the international law firm of Baker and McKenzie, where he has been able to practice his specialty, international law.

Baker and McKenzie is the largest law firm in the world, employing 450 attorneys in 26 offices around the globe.

Helmy is the attorney who initiated Baker and McKenzie's Middle East law practice. The firm now provides American attorneys for U.S. businesses

interested in dealing with Arab U.S. law and the indigenous laws of the Arab states involved.

These lawyers help chart investment strategies for American companies entering the U.S. Supreme Court, Middle East market, by examining the implications of both

any law school graduate who wishes to appear before a court.

Helmy was personally congratulated on his achievement by Supreme Court Chief Justice Warren Burger.

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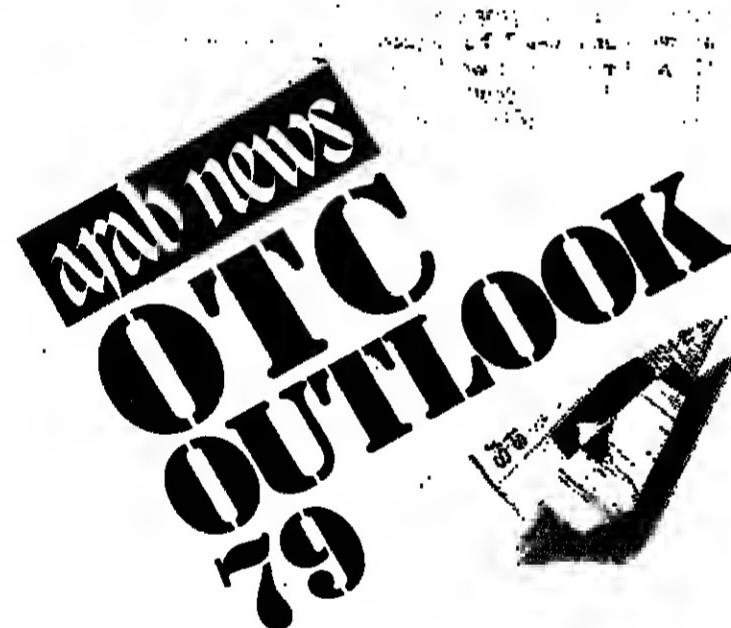
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Inside Covers/Color	24.5 9 3/4	37 14 9/16
Centerfold Page/Color	24.5 9 3/4	37 14 9/16
Full Page/B&W	24.5 9 3/4	40 15 3/4
2/3 Page/B&W	19.5 7 11/16	30 11 13/16
1/2 Page/B&W	24.5 9 3/4	20 7 14/16
1/3 Page/B&W	19.5 7 11/16	15 5 15/16
1/6 Page/B&W	8 3 3/16	15 5 15/16

MATERIALS: Black & White: Prefer 65 line screen. Provide velox, repro proof or artwork. Color: Requires 4-color negatives with color proof. Any composition or art production necessary for ads will be charged to Advertiser. No proofs furnished. Cannot guarantee return of color separations or artwork.

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Stock	Feb. 6	Feb. 7	Stock	Feb. 6	Feb. 7
Akbari Lakes	32	32	Hedjaz	30%	25%
Alfa International	200%	17%	Hercut Products	37%	37%
Alfa Lite & Co.	24%	24%	Holiday Inn	17%	16%
Alfa Petroleum	25%	25%	Homesite	35%	34%
Alfa Alumina	34	34	Hoscoff	68%	68%
Alfa, Ltd.	50%	50%	Hosp Corp.	10%	10%
Alfa, Ltd. Pow.	16%	16%	Houston Nat. Gas	22%	22%
Alfa Chemical	25%	25%	Hunt Oil Co.	25%	25%
Alfa Stars	21%	21%	Hunt Oil Co. (U.S.)	15%	15%
Alfa Stars	49%	49%	I.C. Industries	27%	26%
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Alfa Stars	49%	49%	Ind. Min. Cr.	15%	15%
Alfa Stars	26%	26%	Ind		

B.C.

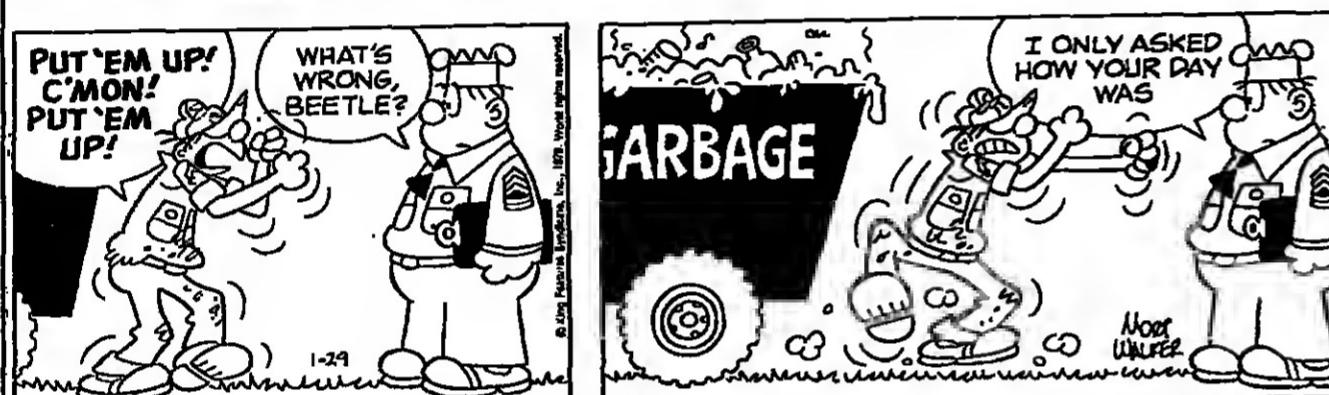
SMALL SOCIETY

BLONDIE

BEETLE BAILEY

HAGAR

WIZARD



Dennis the Menace



CROSSWORD PUZZLE

Crossword

by THOMAS JOSEPH

ACROSS

1 Surfeit 4 Ridge
 5 Impudent 5 DOWN
 10 Elsewhere 1 City in Oregon
 11 Forgoing 2 Arouse
 13 1940's 3 - of
 14 Cling 4 profit by 1
 15 Barely 5 Orb
 make out 6 Bellows
 17 Parrot 8 Airport
 18 Ramble 7 Belgian
 20 Soprano 9 commune
 Tasdfari 3 Forest of sorts
 21 Exploit 5 Leading lady
 22 Liquid 6 Divulge
 measure 15 Part of
 23 Stately 16 Arabia
 dance 29 Saturday's Answer
 25 Bequest 29 Sun — Co.
 recipient 30 Picasso
 26 Jewish 31 Painting
 month 32 Direction
 27 Suffic 33 on ship
 with duck 34 Worshipful
 28 Baseball's 35 Revelle
 Le Flore 36 Language:
 29 Famous 37 call
 scrolls 38 able
 30 Attraction 39 Heavy
 31 Gothic John 40 Saturday's Answer
 Knock 41 Ridge
 35 Rang up 42 Down
 36 Mediocre 43 Across
 38 Hire 44 Across
 39 Unusual 45 Across
 person 46 Across
 40 Manage 47 Across

Saturday's Answer

1 Approximate

22 Old swimming hole

30 Painting

31 Direction

33 on ship

34 Worshipful

35 Revelle

36 Language:

37 call

38 able

39 Heavy

40 Saturday's Answer

41 Ridge

42 Down

43 Across

44 Across

45 Across

46 Across

47 Across

DAILY CRYPTOQUOTE — Here's how to work it:

A X Y D L B A X E

E L O N G F E L L O W

Open letter simply stands for another. In this sample A is used for the three L's, X for the two O's, etc. Single letters, apostrophes, the length and formation of the words are all hints. Each day the code letters are different.

CRYPTOQUOTES

G K E M G R V M G Q B M Y R P M I K G M;

P S G F A M Z G A M G R V M H Q I

K U G R Q Z K I I R C M J , J G Q T

G A R Z E R Z W K Z B W Q R Z . -

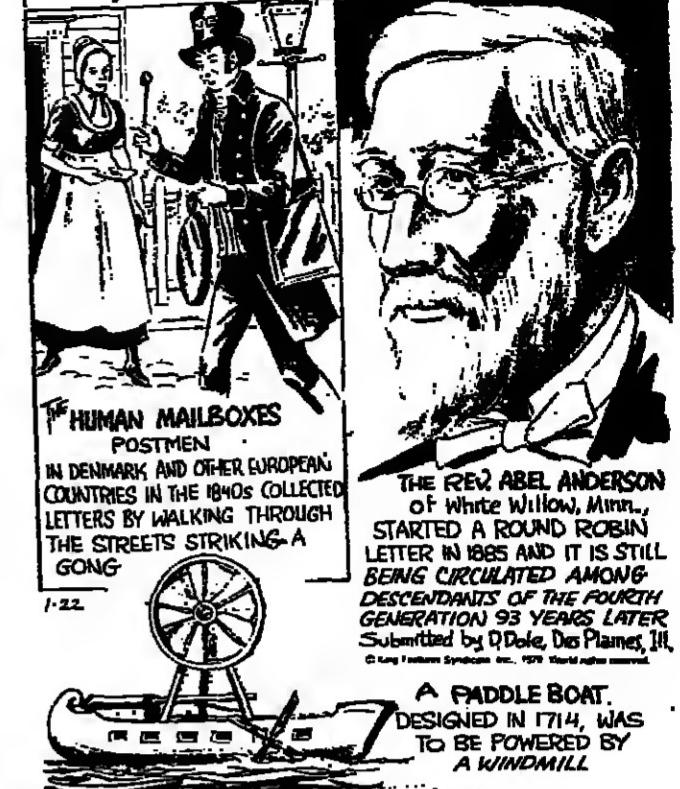
K Z B I M F N K U E J Q Z

Saturday's Cryptogram: LIFE'S GREATEST ACHIEVEMENT

IS THE CONTINUAL REMAKING OF YOURSELF SO THAT

AT LAST YOU KNOW HOW TO LIVE — WINFRED RHODES

Riley's Believe It or Not!



Contract Bridge : B. Jay Becker

A Sophisticated Play

South dealer. Both sides vulnerable.

NORTH

♦ A Q 5

♥ K J 8

♦ 6 4 3

♦ K 8 2

WEST

♦ 5 3

♦ 10 3 7 4 2

♦ A 7 6 4

♦ Q 9 7 5 2

♦ Q 3 8

♦ J 3

SOUTH

♦ K J 0

♦ 10 0 5

♦ A Q 10

♦ A 7 8 4

The bidding:

South West North East

1 NT Pass 1 ♠ Pass

1 NT 3 NT

Opening lead - five of diamonds

Despite the unusual nature

of the second declarer's method of play, he had an extremely strong foundation.

South didn't mind losing

East's jack with the queen.

Declarer could see seven

winners and needed two more

for his contract. His best

source for additional tricks

was in the heart suit, so he

returned a diamond through

the ten and let it ride when

West led the ten.

In effect, South assumed

that East had the queen.

There was an excellent

chance, if this was the case,

that East would not play it if

the first heart lead came from

dummy.

What are the gnomes upto in Zurich?

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Your Individual Horoscope

Frances Drake

FOR SATURDAY FEBRUARY 10, 1979

What kind of day will tomorrow be? To find out what the stars say, read the forecast given for your birth sign.

LIBRA (Sept. 22 to Oct. 22)

Variety is the spice of life, but your tendency to spread yourself thin today leaves you with nothing to write home about.

SCORPIO (Oct. 23 to Nov. 21)

Guard against unrealistic expectations or a financial venture. Your businesslike approach with a superior brings moderate results.

TAURUS (April 21 to May 20)

Visitors from afar may make you feel uncomfortable at home. Be considerate despite awkward moments, and do your best to be a good host.

GEMINI (May 21 to June 20)

A close one may have definitely thrown you out. Don't just stand there and watch them suffer. Why not let them in on your secret?

CANCER (June 21 to July 20)

Your own financial picture looks bright, but others are somewhat erratic in business. Stick to business-like side projects.

AQUARIUS (Jan. 20 to Feb. 18)

A loved one may be missing but feelings in private and this affects your relationship. Be supportive if you get the chance.

PIRCE (Feb. 19 to Mar. 20)

It's not enough to feel good about your potential. You'll have to translate those positive feelings into action.

DRAKE (Mar. 21 to April 19)

An early morning health upset may cause a change of

ARAB NEWS CALENDAR

PRAYER TIMES

SATURDAY	Fajr	Ishraq	Dhuhr	Asr	Maghreb	Isha
Mecca	5:39	6:58	12:42	3:57	6:18	7:48
Medina	5:44	7:02	12:43	3:56	6:16	7:46
Nejd	5:10	6:31	12:09	3:22	5:43	7:13

DHAHREN TV

4:30 Children's Show	Sesame St. No. 1074
6:30 Documentary	Hong Kong Horizons
6:58 Safety Film	Mike The Bike
7:20 Emergency	Above & Beyond Nearly
8:07 Ah You Need Is Love	Episode No. 13
8:57 Maude	Walter's Pride
9:22 Barnaby Jones	The Scapogato

WEATHER

Clouds of various heights will cover most of Saudi Arabia, especially the northwestern and southwestern areas and parts of the central province causing rainstorms.
Winds blow in various directions at moderate speed.
Sea conditions in territorial waters will be calm to moderate.
Friday's temperatures (maximum, minimum) in centigrade:
Mecca 29 22 Hail 19 06
Jedidah 31 18 Tabuk 19 07
Riyadh 27 15 Bisha 27 13
Dhahran 27 15 Yanbu 27 15
Medina 26 13 K. Meheit 22 10
Taif 25 10 Abha 20 09

SAUDI RADIO

Afternoon Transmission	Evening Transmission
1:00 Opening	10:00 Opening
1:01 The Holy Quran	10:05 Message to the Faithful</

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باللغة الإنجليزية

PAGE 12

Late News

Leyland bitterness grows as U.K. strikes continue

LONDON, Feb. 9 (RI)—Strikers built barbed wire barricades outside ailing British Leyland's biggest car plant Friday as the corporation's 100,000 workers grew increasingly divided.

While the barricades were being erected at the Longbridge plant, Birmingham, production men at four other Leyland factories defied trade union militants by voting against strike action.

In Parliament Industry Secretary Eric Varley warned the workers in Britain's latest industrial troublespot the government would not pump more money into state-owned Leyland.

Tel Aviv panel said hawkish on autonomy

TEL AVIV, Feb. 9 (API)—A government committee studying future Palestinian autonomy in Israeli-occupied territories is recommending that Israel continue Jewish settlement, retain responsibility for internal security and grant only limited power to Palestinians, Israel radio reported Friday.

Israel's army would be "the source of authority for the autonomy," the unattributed radio report said.

There was no official confirmation, but the contents indicated Israel will take a tough position at the outset of autonomy negotiations that will follow the signing of any peace

to finance a long strike.

"British Leyland cannot sustain a long strike, nor can the government sustain a long strike on the basis of providing further public funds," he said.

Industrial unrest rumbled on elsewhere in Britain with unions stepping up strike action against the already stretched National Health Service.

In London private contractors were called in to move some of the stinking rubbish which has piled up because of a garbage collectors' strike.

There was some other good news. Water workers appeared closer to clinching wages settlement and despite Thursday's

big increase in lending rates, building societies decided against an early rise in home loan rates.

Pickets at Longbridge lined up noisily behind their barricades to stop vehicles trying to enter the plant, which turns out the famous Mini car and employs 19,000 workers.

And Prime Minister James Callaghan has been challenged to leave 10 Downing St. for a week and take over the duties of a hospital porter, stocking boilers and washing dirty linens.

If he thinks the job is well paid at \$96 a week hospital workers in his Welsh electoral district at Cardiff say they'll call off their strike.

"If at the end of that week he still felt that 6.6 per cent was a reasonable offer, we would review our position," said union officer Derek Gregory, whose public service workers union seeks a basic wage of \$120 a week for its 1.5 million members up and down the country. That is a 42 per cent increase on their current base rate of \$84.

The Labor government has offered them a maximum 8.8 per cent in a bid to hold down inflation.

The result is a series of strikes and go-slow involving not only hospital workers but ambulance drivers, gravediggers, school custodians and cooks, garbagemen and city laborers.

Despite pledge last March

Rhodesia may be hanging guerrillas

SALISBURY, Feb. 9 (AP)—A black minister in Rhodesia's Transition Government Friday indicated for the first time that hangings have still been secretly carried out since the interim government was formed last March.

Black sides to the Transition Government reported in March that part of the deal was a halt to executions of guerillas.

In parliament Friday, Justice Co-Minister John Zindoga denied any pledge had been made to stop hangings.

But he refused to confirm whether eight black civilians, convicted under martial law of unspecified crimes, had been or were about to be hanged.

Citing past policy of not disclosing details of executions, the minister said in answer to a black member's question about executions: "We will not tolerate banditry and terrorist activity which can and does result in the death of innocent men, women and children."

The death penalty, he asserted, was a deterrent that could only prove effective if applied.

He said the government had to correct impressions that hangings had halted.

"The agreement of March 3 was not intended to end and does not protect criminals and especially terrorists from the consequences of their criminal conduct," he said.

Two black civilians convicted of recruiting or helping black guerillas were hanged in the last three weeks according to church sources and relatives of the victims.

Two other black civilians, convicted by secret military courts under martial law that covers most of the country, were executed in December, prison sources said.

Nine other blacks convicted of guerrilla-related capital crimes are in death row awaiting execution, prison sources said.

Also in Salisbury, the military said Friday black bandits armed with real and imitation weapons and posing as guerrillas Tuesday night raided a Rhodesian tourist hotel.

They burned down an American staff compound at the Mountain Lodge Hotel in the Vumba mountains of eastern Rhodesia, looted the premises and fired a shotgun at the white manager and his wife, slightly wounding the man, po-

Uganda launches cleanup of Kampala 'subversives'

NAIROBI, Feb. 9 (R)—Ugandan authorities have been cracking down on what the official radio calls subversive elements in and around the capital.

The crackdown follows widespread acts of sabotage last weekend which cut off power supplies and plunged parts of Kampala into darkness for several days.

Uganda radio, monitored in Nairobi, said security forces carried out a major operation to check on the subversive elements early Friday morning.

Brig. Isaac Malyamungu, whose title is general staff officer-one, was quoted by the radio as saying the aim of the operation was to remove wrong elements from within Ugandan society.

The brigadier, a close advi-

ser to President Idi Amin, said the operation was a success and had now ended.

But in Arusha, Tanzania, exile sources said Friday Ugandans fighting to overthrow Amin have 1,500 guerrillas in the country, and are helped by high-ranking members of the armed forces.

These officers provide valuable information and help in providing arms for the dissidents, according to the sources, who are close to members of the dissident group calling itself the Save Uganda Movement.

The S.U.M., which claimed responsibility for bomb explosions in Kampala last week, is planning new activity including assassination of members of the Amin regime, the sources said.

Two Arabian Peninsula oil fields found

ABU DHABI, Feb. 9 (ISPA)—A new oil field which can produce more than 5,500 barrels a day was discovered eight kilometers north of Dalmia Island, in the western part of the coastal region of Abu Dhabi, according to official sources.

And two small fields were discovered in Dhofar, in the south of Oman, a well informed source said Thursday in Muscat.

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EAST MEETS WEST Soviet national coach Victor Tikhonov talks to his team before meeting the National Hockey League All-Stars at Madison Square Garden Thursday night, the first of a three-game series. The Soviets lost 4-2. (AP wirephoto)

Dazzling Keegan carries England past N. Ireland

LONDON, Feb. 9 (R)—England, inspired by the effervescent skills of Kevin Keegan, crushed a bewildered Northern Ireland 4-0 in its European Championship Group one qualifying soccer match here at Wembley Thurs-

day night.

Keegan, European footballer of the year, headed England into a 1-0 half-time lead and then inspired a third goal blitz in 18 minutes after the interval.

England's commanding victory swept it to the top of the group which also includes Denmark, Bulgaria, and the Irish Republic.

Reaching the final stages in 1980, where it would be joined by hosts Italy and six other qualifiers, looks virtually assured — as long as Keegan stays fit and in such breathtaking form.

Northern Ireland was taken apart with clinical precision. Manager Ron Greenwood has built his new England team with an emphasis firmly on attack and Keegan, a revelation since his transfer from Liverpool to West German SV Hamburg two years ago, is the man to transform Greenwood's ideals into reality.

Meanwhile, England's neighbor, Scotland, was frustrated by the Arctic weather which has hit much of Britain. A scheduled Group Two match

was postponed.

Peter Barnes sped along the left before releasing the ball to Keegan, whose looping cross deceived Jennings and left Latchford the easy task of nodding home by the far post.

Three minutes later England had the game sewn up. Midfield man Trevor Brooking, who has combined superbly with Keegan throughout the match, booted over a corner, and big center-half Dave Watson of Manchester City was left completely clear to head firmly into the back of the net.

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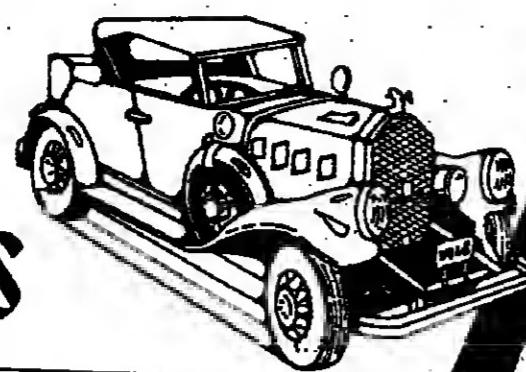
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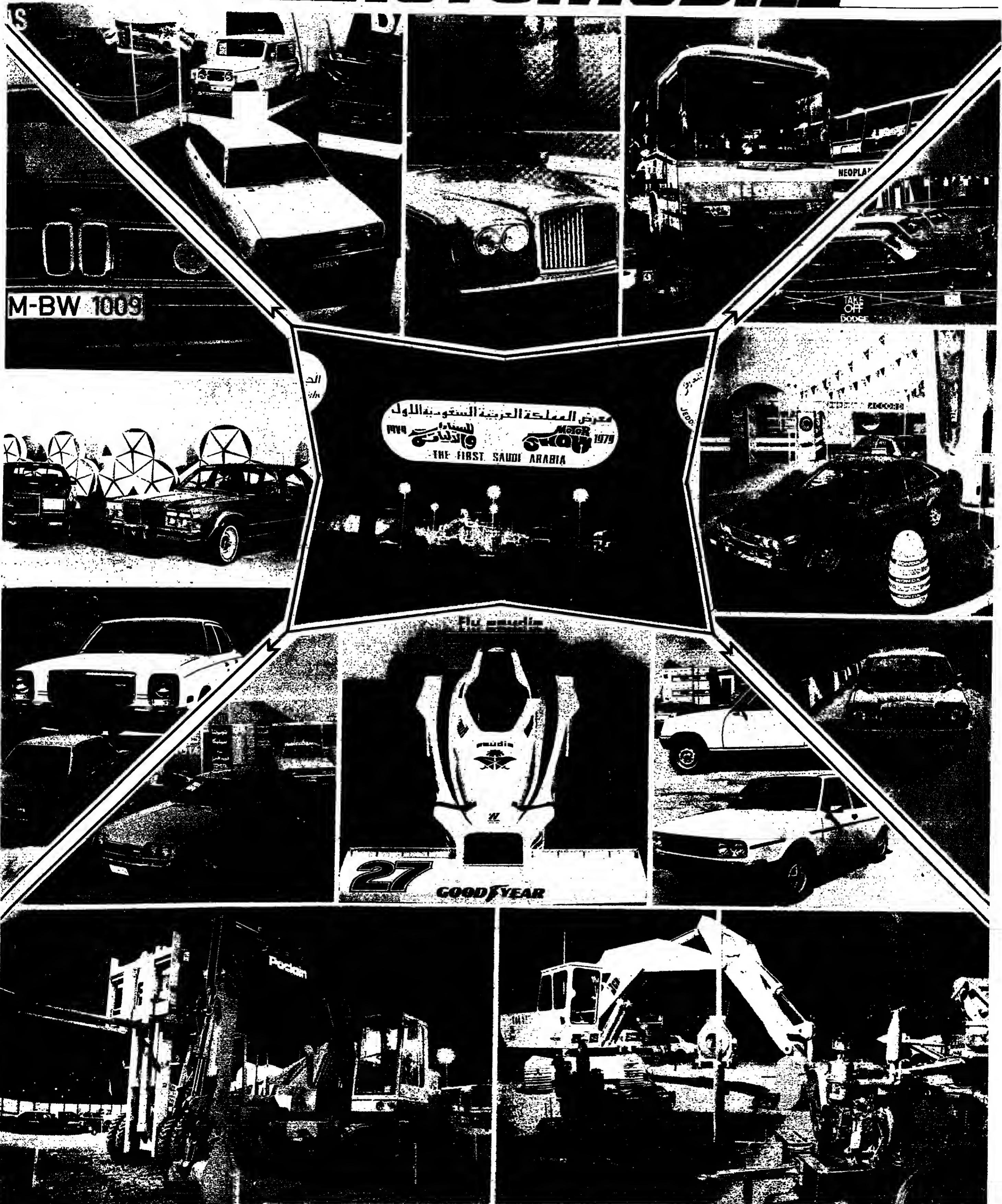
آخر أخبار

arab news



AUTOMOBILE

Supplement



Motor Show:

Launching 1979 world models

By Elias Haddad

Industrial shows are signs of economic development and social progress.

In a narrower sense "the show" is everywhere. Grocers, tailors, shoemakers and so on, display their goods, not to boast of as much as to introduce the customer to and meet his requirements.

Motor shows are no different, except that they bring in the latest of new technology and at a reasonable price, when one considers the man-hours worked and huge funds spent to produce an item that will win the taste of the client.

Jeddah is increasingly becoming a venue centerpoint for such technological demonstration.

Today, one can walk, instead of going to London or Paris, to see a motor show which drew more than 30 international companies to display their products genius at the First Saudi Arabian Motor Show off Palestine Street.

American, European and Japanese 1979 models along with spare parts, oils, buses, trucks and heavy equipment related to the automotive trade go on display for two weeks starting Feb. 8

The show, organized by Al-Harithy in cooperation with Sport Auto, offers visitors a "surprise" two Formula One cars, the world's racing vehicles, are also on display, sponsored by Saudi, the Kingdom's flag carrier and McLaren.

The organizers, who claim the motor show will attract more than 200,000 visitors, also say that top company executives and racing aces are in Jeddah as a further demonstration of the importance of the event.

For those who want to gather a better impression of the auto industry can see films at the Jeddah Dome at night.

The show, set up on a 50,000 square meters, has a covered area of 4,000 sq.m. and an open display area of 12,000 sq.m., — dimensions that make it meet international standards.

The event, organizers say, "is the most important motor show in the Middle East held in the last four years."

When the first ever motor show was held in Paris in 1898 people were fearful of the new "machine", but sooner they realized its importance — economic and social progress followed — much to the credit of the new invention.

Realizing the importance of the vehicle the Saudi government began to build roads and in less than 15 years the roads built rose from 4,000 to 19,000 kilometers. Similarly the number of cars on the roads rose dramatically.

Two years ago the Saudi investor took a major step towards the auto industry, and the first truck assembly plant was set by Juffali brothers and Mercedes Benz in Jeddah.

Industry sources meanwhile give a rosy future for the Saudi car, considering the country's economic potential, in addition to being the second importer of some Japanese cars after the United States in 1977. Hence the interest of international companies, including General Motors, Nissan, Honda and some European car manufacturers to establish assembly plants in Saudi Arabia.

The role of the Motor Show is then not inconsiderable, for it is the best way of introducing the consumer to a wide and new variety of cars to make his choice.



Car repair can be fun over weekend

By a Staff Reporter

Perhaps the best advice for motorists in Saudi Arabia is not to exhaust, or abuse their cars — only to save themselves trouble of costly repair and chasing spare parts.

Continuous instructions to private chauffeurs over keeping the car in good working condition will also serve good.

For mechanically-minded people engine tuning or replacement of spares and simple repair can be fun over weekends, and the more the motorist repairs his car the more he learns about engine trouble.

The car manual is a good source of information for maintenance. For those who are not satisfied, specialized books, such as Chiltons and Petersens, printed in the United States, can prove an indispensable book of the motor-

rist's library. For a motorist who cannot dispense with a car he uses, one of these books can eventually help him to become his own mechanic and create confidence in his car with lots of money and time saved.

Spare parts and repair are available here though not to the satisfaction of the car owner.

The level of repair is generally poor and expensive, i.e. replacing a set of spark plugs costs up to 40 riyals, fan belt 65 riyals etc, and whose prices are a little less than the labor cost. Also body repair for a few dents costs three or four times more than European standard.

Jeddah shops are full of spare parts but the difficulty is how to find them. Big car dealers have organized accessories shops and the customer is served well. However a certain spare part may not be

available, and the customer has to go to smaller shops who might not be interested in selling a low-priced item. The customer then has to approach him at an opportune moment when the dealer is not heckled by others.

Generally, car importers carry their own spares or appoint agents with stock spare parts for them. As new models come in and older ranges are dropped, the spare parts of the older ranges find their way into the hands of scores of spare part dealers, whose shops are clustered round the Bab-Mecca area — to the right of the Meridien Hotel in Jeddah.

There, one can buy spares from anything that travels on wheels.

An alternative source of spare parts is to be had from crashed new cars. Jeddah has two major junkyards. The biggest, where hundreds of crash-

ed cars are stacked, is at Kilo 11, on the new Jeddah-Mecca road.

It is known as Al Nahdi and the cars there are in varying stages of decomposition and cannibalization. Volkswagen and small Japanese cars balance on top of American cars, and crashed, dented and bent yellow taxicabs dot the large sandy yard.

Al Nahdi, also the name of the owner of the junkyard, is a tough dealer whose prices are little less or equal to new spares. He knows that the customer has come to him after the former had exhausted himself in Bab Mecca chasing a particular item.

Al Nahdi has good memory for items where can be found despite the large number of cars, and he directs his men to any corner of the hillside junkyard to dismantle a particular part. Sometimes

he asks the customer to do that and who should have his own mechanics tools to remove the item.

Al Nahdi acquires the crashed cars from municipal or government auctions and from people who give up their old

or crashed cars.

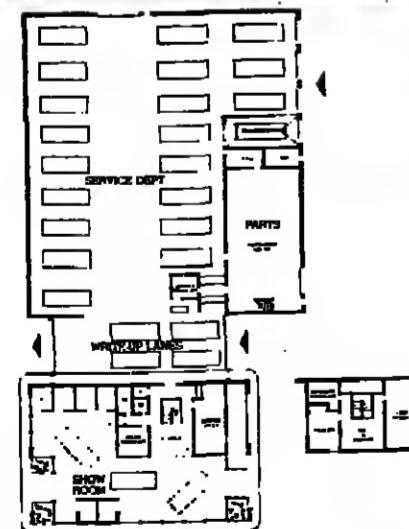
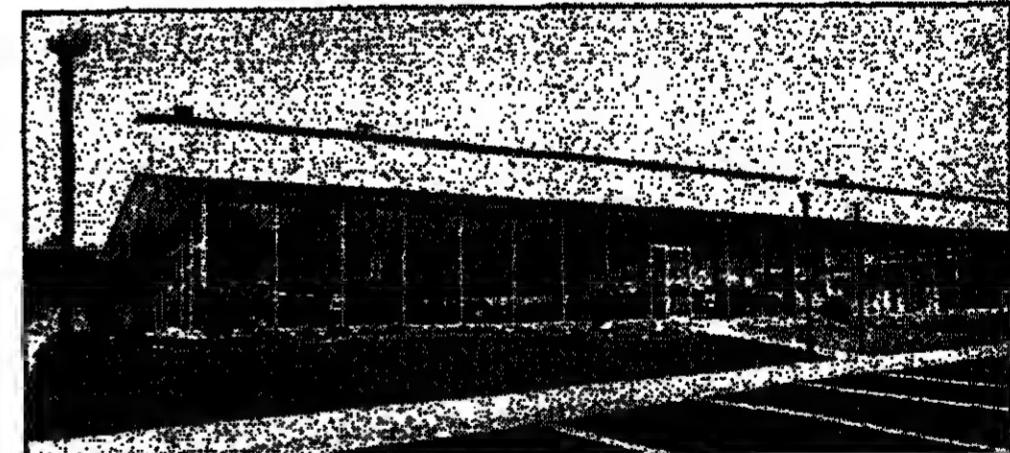
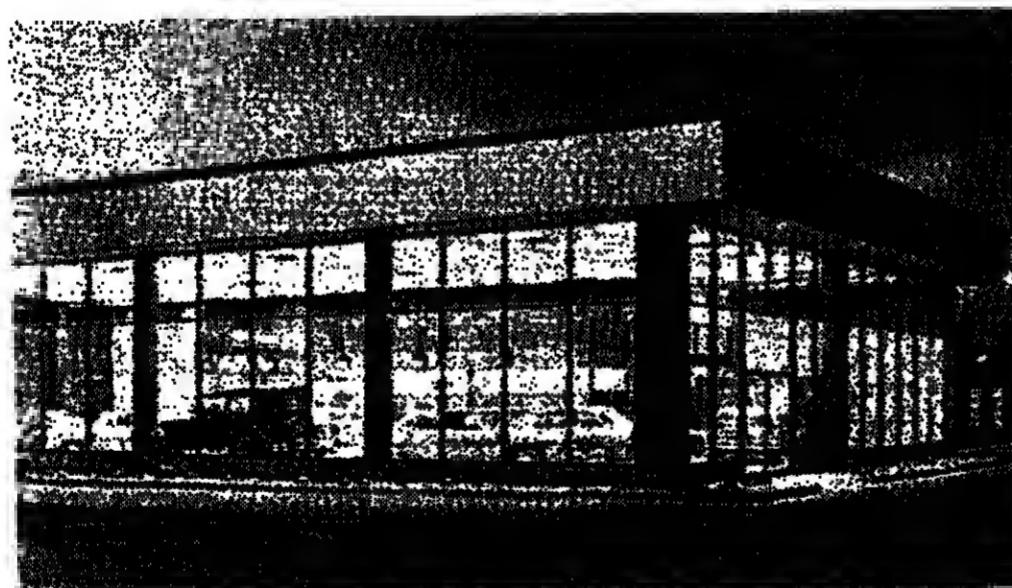
The other junkyard is at the western end of Macaroon Road.

Though smaller in size it is

frequented by customers for being closer to the city than Al Nahdi.

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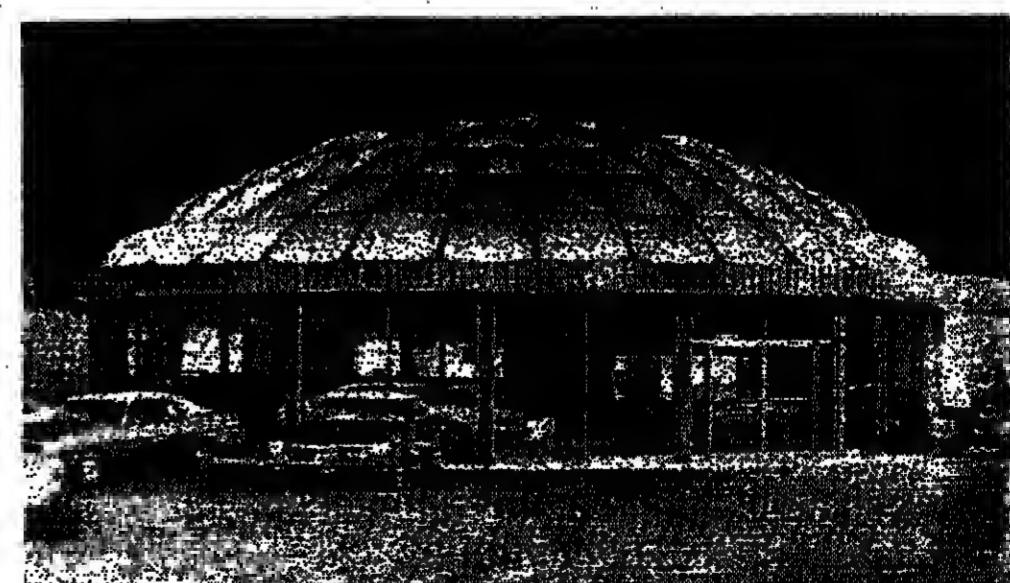


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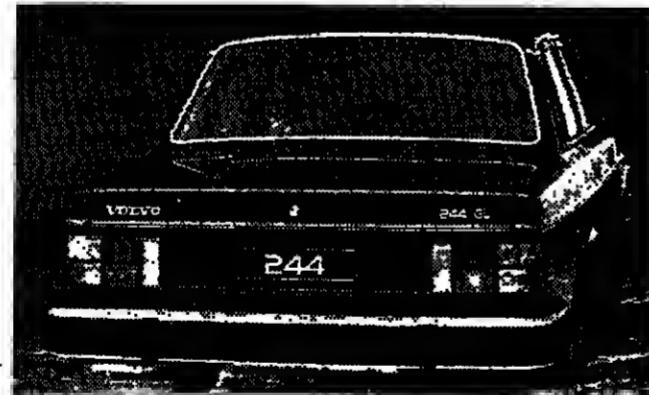
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244DL Well equipped and comfortable. And, of course, air-conditioned. Famous for safety and reliability. Eight exterior colours and now with new cloth upholstery.

264GLE Quiet V6-cylinder engine. The smooth executive car with all thinkable options as standard equipment.

244GL Still more luxurious version for more performance. Improved power steering now standard equipment. Four new metallic colours available. New cloth or vinyl upholstery.

245GL The popular spacious Station Wagon with full Volvo GL Sedan comfort and features.

244GLE The most exclusive 240 – model with 123 hp (DIN) fuel injection engine for that extra power.

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Car auction is a permanent 'local show'

By a Staff Reporter

The "Haraaj", or auction is where one can choose, buy and register officially a used car in about half an hour.

Starting from Mecca Road, Kilo One, the auction places are recognizable by fluorescent illumination and crowds of taxi drivers leaning on their mini-cabs in the early hours of the evening auction.

The process in an old Arab tradition for selling-buying live stock and other goods.

Before the vehicle was introduced into Saudi Arabia there was the camel auctioning, though it is still practised in villages, the car has taken over the camel in towns and cities, and the process is thriving.

The auction place is the meeting point of two sides, the car seller after a good price — the car buyer after a good bargain.

Every place has an auctioneer at a time who acts as a go-between, beckoning the crowds to buy, beckoning the owner to sell even below the prearranged reserve price.

As excitement mounts and the final bid is accepted, the auctioneer then proceeds to haggle both parties, seller and purchaser, to get the deal finalised on paper before either changes his mind so that he

loses his commission. The car seller and purchaser often look quite dazed after a completed deal, almost as if both parties had got a little carried away in the excitement of the bidding.

Most car auction areas are government controlled with one man appointed for each city and town to supervise all the auction areas in his location.

He in turn appoints agents to run each auction area within his jurisdiction. Each auctioneer must get permission from the supervisor with an endorsement from the municipality who grants the licences.

Auctioneers receive SR 200 commission for every successful sale over SR 1,000 and below SR 20,000. Some auctioneers on the Mecca Road which appear not to be government sponsored take a SR 200 commission for sales up to SR 10,000, and SR 500 commission for sales over that.

Depending on his sales patter, an auctioneer can make between SR 600 and SR 1,400 per day.

After the successful bid has been made, buyer and purchaser adjourn to an office run by two officials employed by the auction area agent. Here the two parties sign a contract of agreement, car pa-

pers and money are exchanged officially and commission paid in the presence of the agent's officials.

Generally, the "haraaj," begins each evening at 4.00 pm ending at 7.00. Thursday and Friday are the big selling days.

When a car is brought in, the prospective seller confides in whispers to the auctioneer. The bonnet of the car is lifted, the engine is started and revved up to a deafening peak. This is not only an indication to bystanders that a session is about to begin but may also demonstrate the strength and condition of the engine.

Bidding begins. At SR 2,000 for a car expected to fetch SR 4,000, SR 5,000 for a car expected to reach SR 7,000 to SR 8,000. If the bidding is not to the seller's liking, he will climb into his car and drive away.

The prospective car purchaser may only sit in the driving seat, watch the engine or, at most, run the engine while a friend crouches at the back of the vehicle to see if any smoke is coming out of the exhaust pipe.

Sometimes a seller, not wishing to pay the auctioneer his commission will approach individuals in the crowd and

offer to sell his car privately, this being parked conveniently nearby out of the auction area.

Although this practice is not really permissible, it happens.

A prospective buyer is tem-

tured to look at the car, know-

ing that at least he has a

chance to really test the car

by actually driving it.

"You have to be careful

and know about cars when

you come here, whoever you

buy from," warned one pri-

vate car seller.

A professional car dealer

who attends the car auc-

tion daily and makes a living out

of buying and selling at the

auctions has been in the busi-

ness for twelve years. "It is

profitable," he admits happily.

He estimates that the most

popular cars at the car auc-

tion are Japanese made (with

four doors as two-door cars

are unpopular because it is

"inconvenient for lady pas-

enger to get into the back

seats."

The American 'Caprice' and

'Buck' sell well and German

Cars are highly esteemed. Brand

new Mercedes cars sell for a

higher price than is the show-

room.

</

Traffic development dwarfs police efforts

By Elias Haddad
Except to Oman and the United Arab Emirates traffic is a phenomenon of Arab disorganization when compared to that in the developed world.

Visitors to the two Gulf states raise eyebrows over the discipline or "fear" of the tough but well-trained and respected patrolmen.

To the ordinary motorist, however, progress made by the traffic department here does not seem of much importance.

Like any other Saudi sector traffic is developing, and it invites eyebrows as well. Ten years ago there were only

Abdul Karim summarized the problems as mainly administrative.

He told Arab News Car Supplement that Jeddah had a year ago one Traffic Department. Today it expanded to six, the patrol units also increased from ten to 40 in the same period, and next year they will rise to 70. Maj. Abdul Karim stressed that internal organization should be completed first and before "we make full presence on the street".

He said traffic department is not responsible for installing signal lights, and road development.

"Various other departments are involved in such work, including the municipality. Our job is limited to following up and pushing these projects towards completion".

Traffic violators are sent to prison for five days or a maximum fine of 300 riyals.

"Currently a special prison for traffic violators is being built in Jeddah". Abdul Karim added.

He declined to give the number of violators or accidents. Recent local reports however put the number at about 12,000 sent to jail last year.

There are no statistics for road casualties either, but latest official figures showed that 15,700 accidents took place in 1976 and 11,600 injured.

Death toll was 1,975 in the same period all over the Kingdom.

Road development meanwhile promises motorists here to be one of the most sophisticated in the world.

According to Security Director Gen. Fayed Al Oufi a plan is being studied to cover the Kingdom's road network with a closed television circuit.

Work on the circuit, which has already begun in the Holy Places, will spread to other congested areas to include Medina, Jeddah-Taif, and Taif-Riyadh roads. In addition there are mobile units equipped with television cameras to help control and direct traffic.

When completed the closed TV circuit project will be one of the biggest security plans in the country.

7,600 kms of roads—today Saudi Arabia boasts of a 19,000 kms network, the longest in the Arab world.

Two other facts dwarf any human effort required: first, in face a trifling number of cars from 300,000 to 900,000 in the last three years and second, the transportation of an average of one million pilgrims to Mecca every year.

It takes more than five months every year of policemen duty, day and night, and in climatic conditions where non-Saudi counterparts would either quit the job or stage a strike.

What adds to the policemen's headache is the driving habit of motorists who are mostly drawn from Asian and African countries and who had no proper training.

On the organizational level Traffic Director Maj. Assad

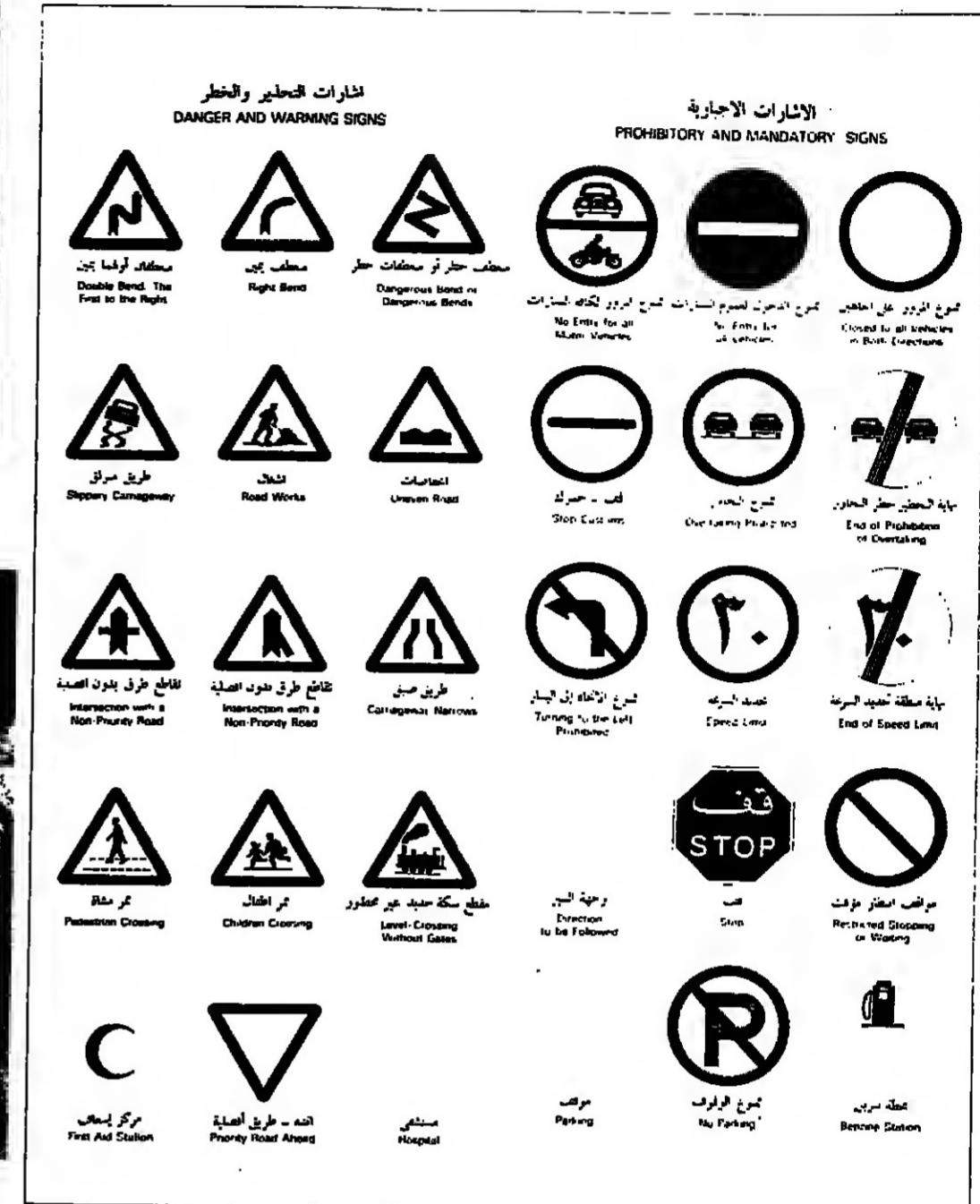


Maj. Abdul Karim during interview



Fined! Policemen check the validity of the motorist's papers.

STOP!



AN IRRETRIEVABLE OCCASION

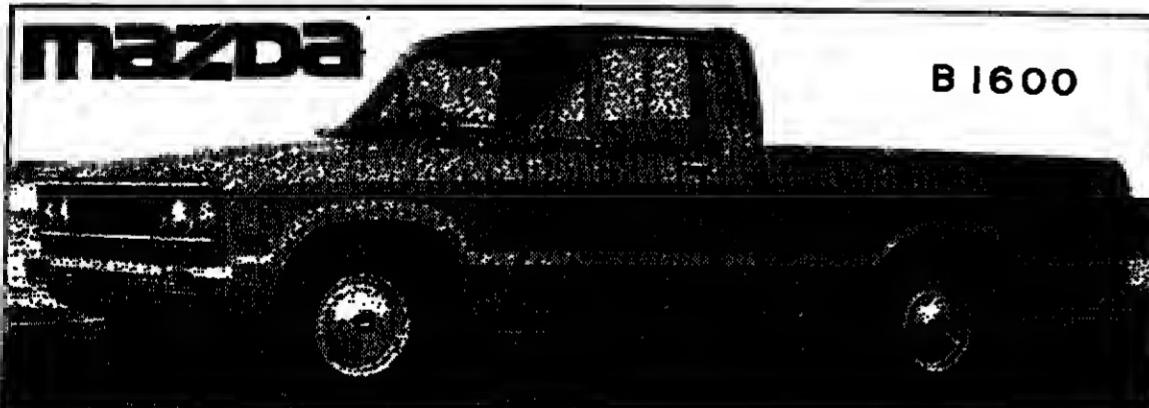
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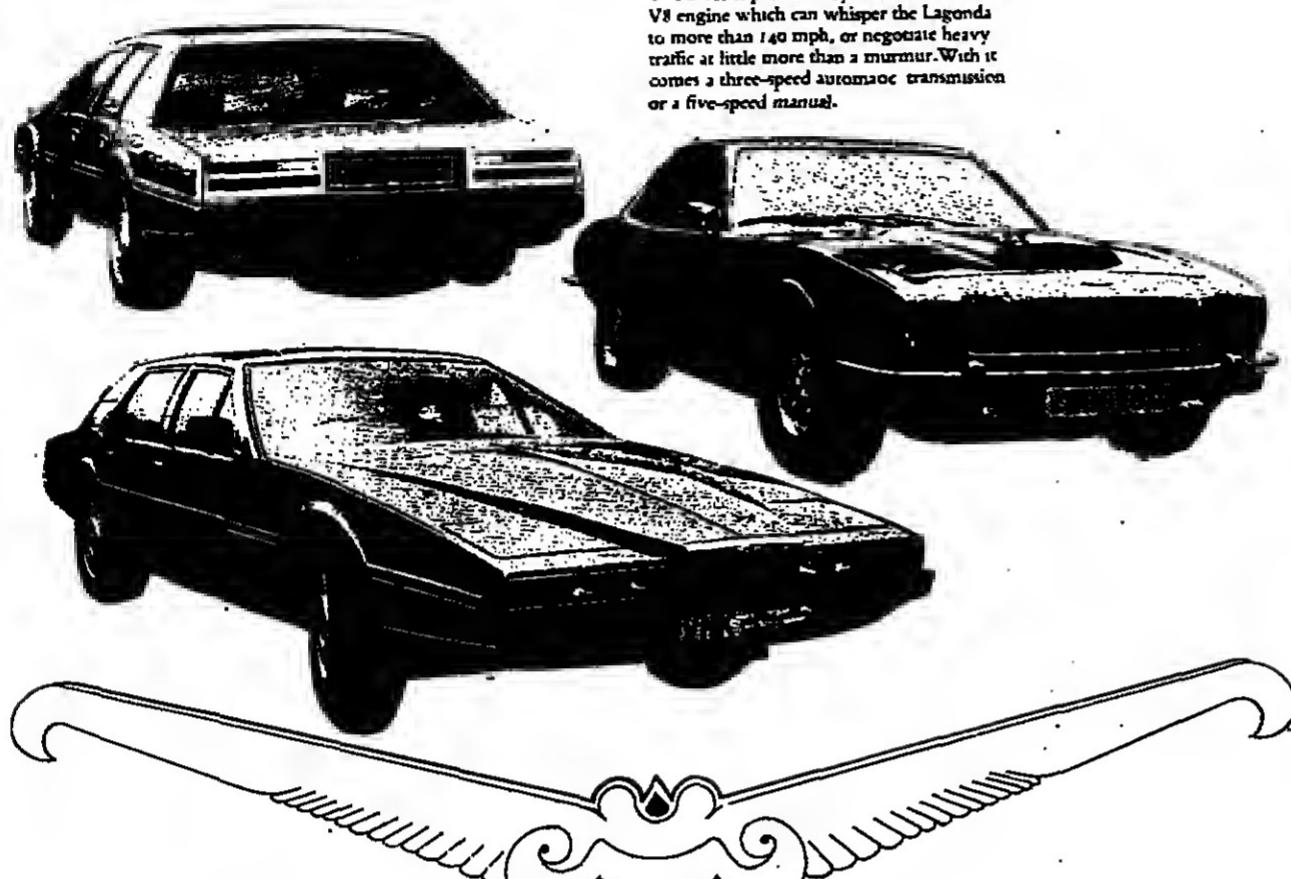
*Aston Martin
LAGONDA*

Inside there is leg-stretching comfort for four adults, and around them are the hallmarks of a very special carriage.

The front seats have electric adjustments for rake, height, fore and aft, and even the rear seats are individually adjustable for rake. Arm rests incorporating illuminated ashtrays and cigar lighters are located on all four doors, and there is a glass panel above the rear passenger compartment to complement the theme of spaciousness.

The clean lines of the interior are enhanced by the absence of conventional switchgear. Instead, all the controls are operated by sensitive touch switches, from the wipers to the automatic gearbox selection, and from the air conditioning to the windows.

Power is provided by Aston Martin's own V8 engine which can whisper the Lagonda to more than 140 mph, or negotiate heavy traffic at little more than a murmur. With it comes a three-speed automatic transmission or a five-speed manual.



ALFA ROMEO A CAR THAT NEEDS NO INTRODUCTION SAFETY IS A PRIME CONSIDERATION



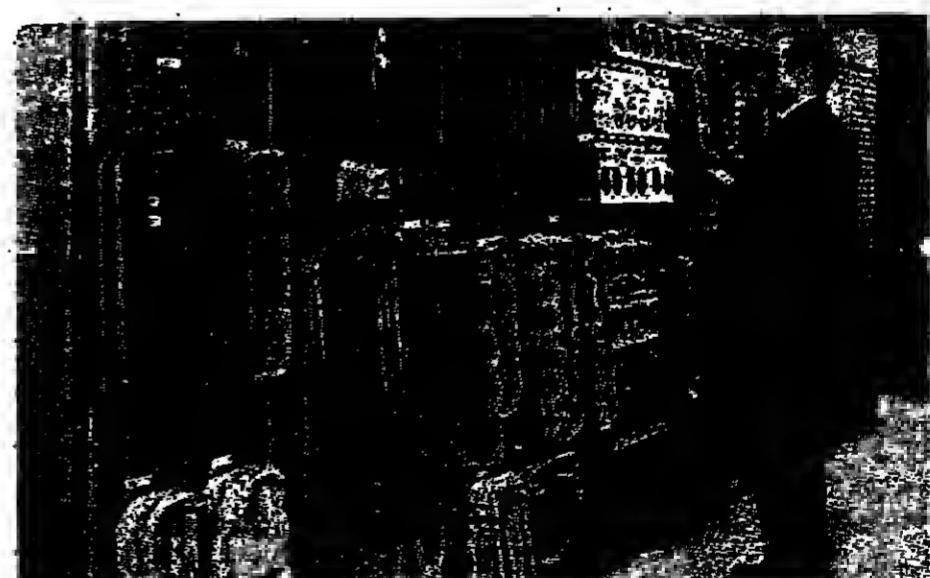
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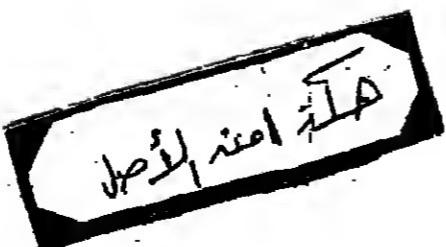
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Rolls-Royce Motors Intl, SA awarded a hand made gold watch crafted in the shape of a Rolls Royce radiator grill to Saudi Arabian Markets - Distributors of Rolls-Royce and Bentley cars in the Kingdom - in commemoration of the outstanding success this Distributor has achieved in 1978.



Sheikh Mohammed Alzayed Ashmawi surrounded by senior staff. From left Mr. Tom Purves, Mr. Mohammad Thabet. From right Mr. Fouad Fahmi, (Assistant General Manager) Mr. Hilary Ibrahim Al Amry, (General Manager).



Sheikh Mohammed Ahmed Ashmawi Chairman of the Board of Saudi Arabian Markets Ltd., receiving the Rolls Royce award from Mr. Tom Purves for being the best distributor in the Middle East.

Sheikh Mohammed Ashmawi receives the award on behalf of Saudi Arabian Markets. In accepting the award he said that it was as a result of a team effort that his company had been so successful in 1978.

Tom Purves, Manager of Middle East affairs for

Rolls-Royce Motors Intl., spoke of how his company concerned itself with product support.

"We strive to provide the best possible service for our cars and SAM's investment in this area during 78 has been significant."

"Of course sales have improved tremendously and were we able to supply more vehicles our distributors would be even more successful, but delivery especially on the Silver Wraith II, Corniche and Camargue is still a problem".

Sheikh Mohammed commented that he was anxious to continue to invest in the area of service and mentioned the new workshops due for completion later this year in Riyadh. Sheikh Mohammed said that the Rolls-Royce car once considered a symbol of aristocracy had now become the symbol of meritocracy and it was apparent that successful men the world over were turning to the Rolls-Royce car as a personal pleasure.

Mr. Purves commented that his company planned to continue to penetrate all world luxury car markets. "With the support of active franchise holders like SAM and the efforts of our dedicated workforce in England we are well poised to maintain our present success."

SILVER WRAITH



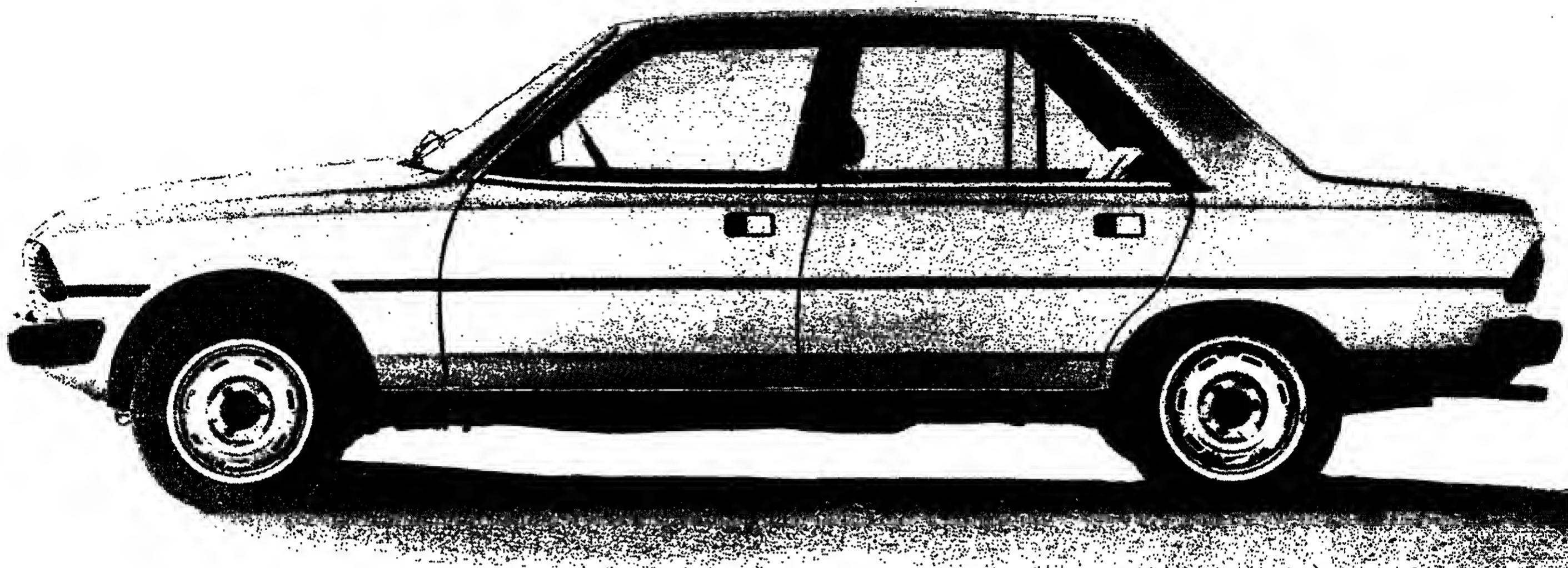
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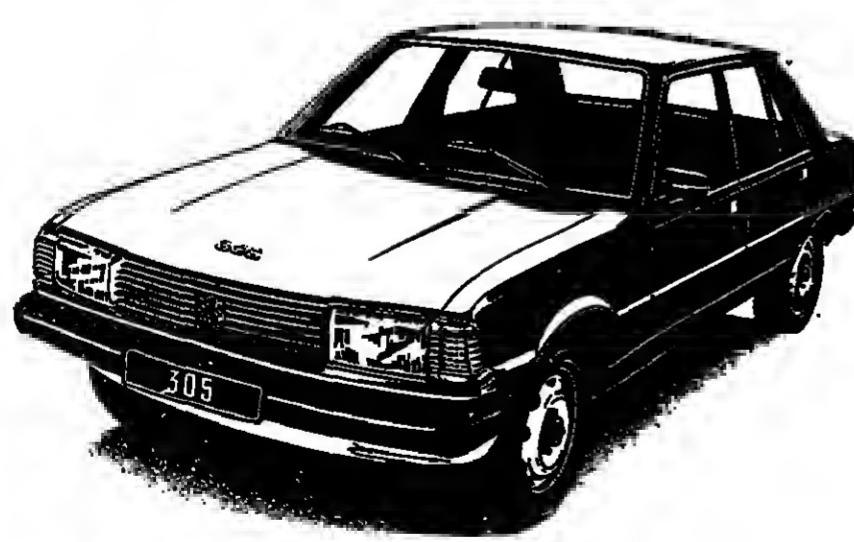
The new 305 is a lot more than just a great car to look at. Beneath its sleek, aerodynamic good looks, it incorporates many new safety features and places an enormous emphasis on driving comfort. For example, our engineers have put a considerable amount of thought into seat design. The 305's front seats hold the driver snugly and securely however sharp the bend and however sudden the stop.

Rethinking the conventional solutions has resulted in particularly efficient ventilation and air-conditioning systems. And thanks to the liberal application of all the latest techniques of sound insulation, the 305's also a beautifully silent car.

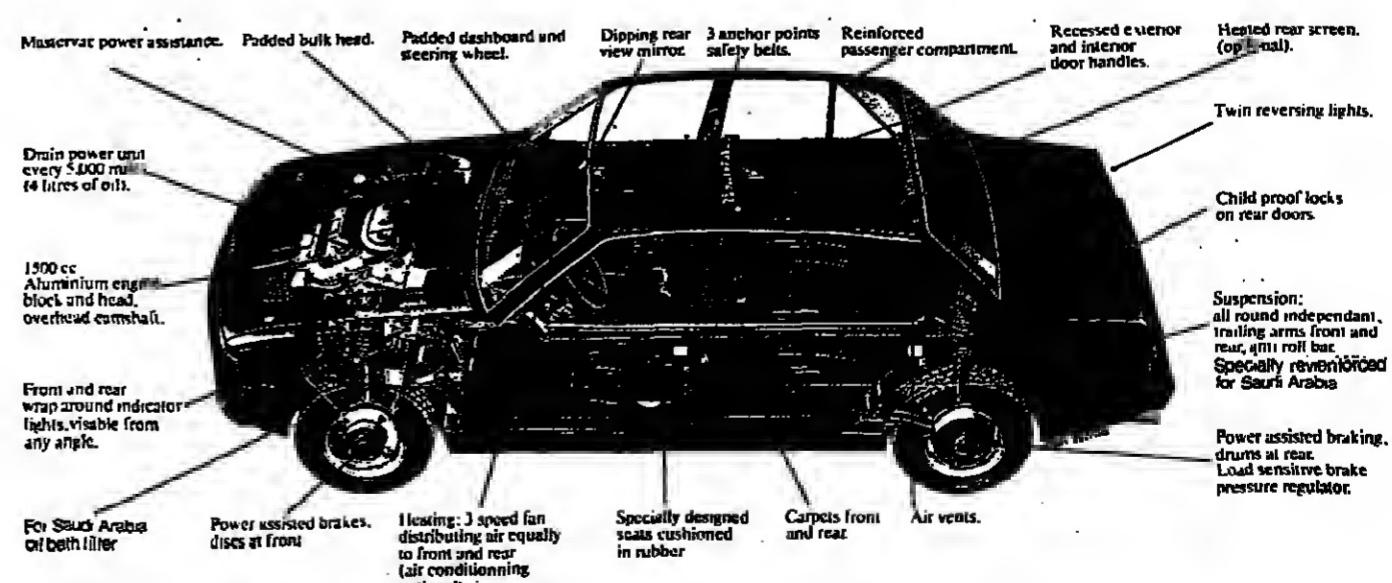
We've incorporated many new safety features into the new Peugeot because at Peugeot we equate comfort with safety. The result: a tremendous feeling of security. Innovations include a crash-resistant one-piece all-steel body shell. More safety comes in the shape of efficient braking and exceptional road-holding.

The new 305—a really beautiful car. And it's still a Peugeot. Which means it has all the traditional toughness people associate with our name.

And remember. Peugeot don't just sell cars. A network of over 8,000 dealers also provide quick and efficient service. All over the world.



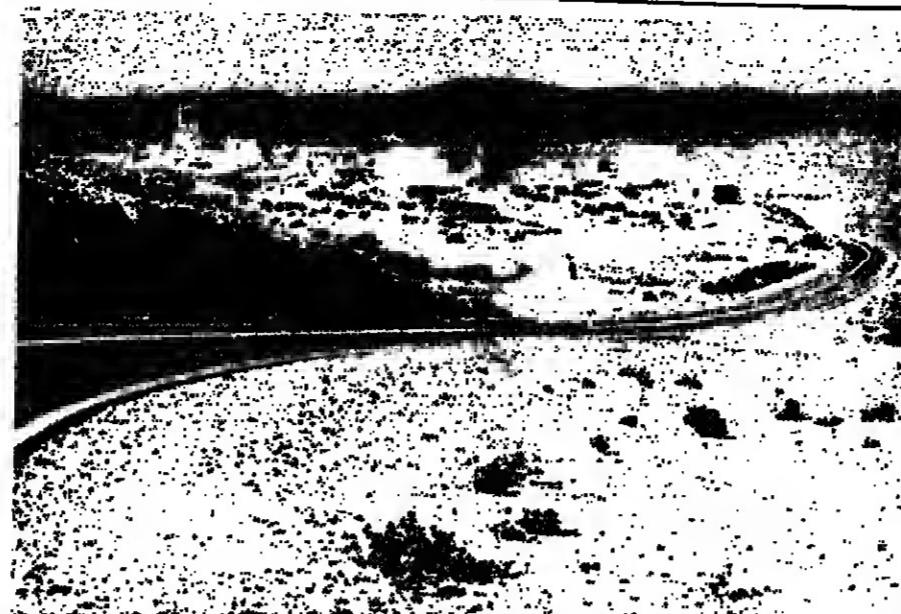
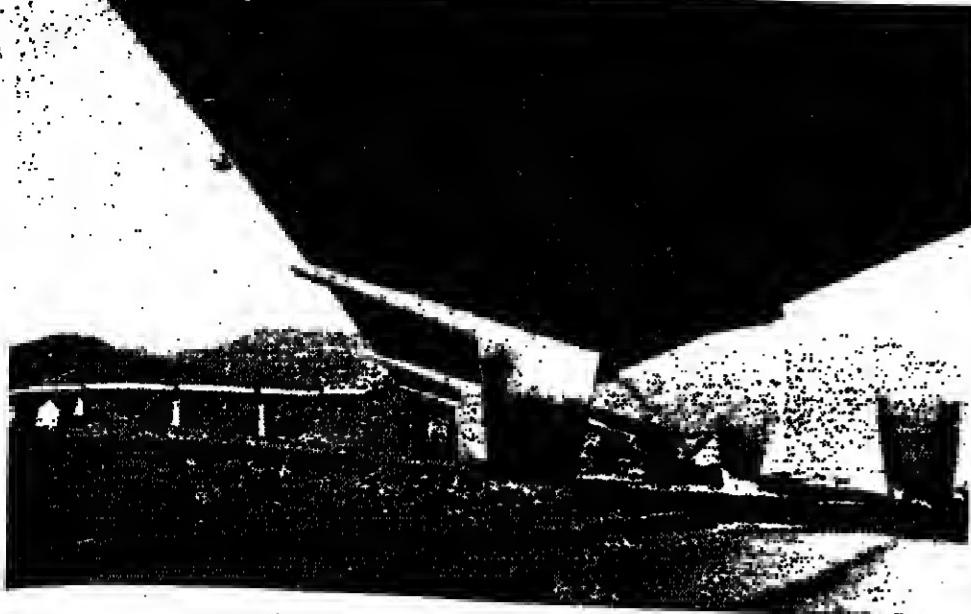
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Dammam to Amsterdam: By car in eight or eighty days

By Barry Reynolds
It is a six-hour flight from Dammam to Amsterdam. One can read, sleep or, on an exceptionally clear day, catch a glimpse of the Tarsus Mountains and the Alps.

But, until one has pioneered an automobile over those sun-baked or snow-capped peaks, stopped to photograph camel herds grazing along Arabia's Tapline Highway and slowed the car midway across Turkey's Bosphorus Bridge, the promise of intercontinental travel has not been fulfilled.

Since the paving of the Kaf-Annman highway in 1977, many of the joys and surprises have disappeared from this 8,000-kilometer voyage. But in traversing the two-continent, nine-nation route, the motorist gains insights into both the diversity and essential unity of the human family.

Beginning at the Kuwait Travel Club in Dammam — where one is wise to purchase a registration booklet and insurance "green card" — it is a trip not to be undertaken without sufficient preparation. Obviously one should have the car checked thoroughly and pack extra containers for gas and water. One is also well advised to secure the green card and registration booklet early enough for them to be processed.

ed — at least one week before departure. The green card allows you to obtain immediate aid anywhere in case of accident. The booklet is your proof of car ownership and has been known to save hours of waiting at some notoriously inefficient borders. Before buying the booklet, (cost: SR 700, of which SR 500 is refunded when you return to Saudi Arabia) you must produce a letter from your employer attesting that you are, in fact, returning. All this is very routine and can be accomplished in an hour. The official agencies representing the government often change, so inquire with travel agent or call the Kuwait Travel Club in Dammam.

From the beginning of the Tapline at Nu'ayrah to the Saudi-Jordanian border 1,600 kilometers away is an oppressively straight road. It is not without its surprises, however. One should rest frequently and be wary of road-straddling camels at night.

There are just enough gas stations to cover the vast distances between towns. It is wise, therefore, to stop for fuel whenever one spots a station. Don't be afraid to eat at one of these outlandishly lit-truck stops. The food can be surprisingly good — especially so after the long

drive. The adjoining outdoor coffee bars often contain cushioned benches, five feet off the ground, that are delightfully plush. Western women are welcome at these truck stops, as are children, who are afforded superior hospitality.

It was once remarked by an English traveler that Middle East border crossings are only one stop short of hell. This need not be so, but certainly patience, good timing and a healthy sense of humor go a long way.

At most crossings there are separate lines for cars and trucks. Be sure to look ahead far enough to ensure that you are in the correct line. The motorist confessed that his group had waited seven hours behind a line of trucks at the Syrian border last summer before he even saw the customs officials.

From Damascus northwards the traveller notices the desert giving way to gently undulating hills of a russet hue. But upon descending the Tarsus Mountains on the road to Ankara one is struck by the utter vastness and riot of changing colors that are Turkey's hallmark.

Farmers sell their produce

Many motorists complain of lack of campsites throughout melons and grapes in hand-woven baskets — while clear

mountain streams run parallel to the highway.

Turkish campsites, called Mo-Kamps, are the best in the Middle East and are operated by the government. They provide every service from hair styling to automobile tune-ups. The latter is done while you wait or overnight and costs approximately \$10. It is advisable to have this done after the prolonged desert and mountain driving that the car has been subjected to. At the very least one should buy oil and change it oneself.

Most motorists take at least two days to drive through Turkey, but a week wouldn't skim the surface of what that diverse country has to offer. As in Arabia, however, it is best to fill up at every gas station, for supply trucks are often slow to reach outlying areas. A note of caution about challenging these fuel or trailer trucks — don't. There's a war raging between Turkish and European transport drivers over control of these cargo routes and innocent motorists are often caught — literally — in the middle of the fray. A peppy passing gear in one's car is invaluable on Turkey's one-lane, mountainous roads where a few seconds can be crucial.

Veteran travellers of this route — some do it annually

front Europe to Dhahran after buying a new car — approach Istanbul with decidedly unmixed feelings. If weary, they bypass the historic Byzantine capital entirely. Novices often reach it after a full-day's driving, bewildered by its labyrinthine streets, assaulted by its raucous nightlife, yet too tired to move any further. There is an alternative, however, and a very pleasant one that affords both rest and a chance to see Istanbul with the care and wonder it deserves. That alternative is to drive past the city about 20 kilometers in the direction of Edirne. One can camp at any of four or five spectacularly beautiful sites on the Sea of Marmara. With its teeming souqs and numerous excellent restaurants facing the Bosphorus, Istanbul demands more attention than many Europe-bound motorists give it.

From Greece northwards — if one chooses the Greek over the Bulgarian route to reach Yugoslavia — border crossings become increasingly the simple procedure they ought to be. All European countries, however, demand that the driver carry auto insurance, for which the green card will suffice. The Greek route to Belgrade is slightly longer but less trying than the Bulgarian, whose off-

cials often demand exorbitant taxes of non-communist motorists. Clean and reasonably-priced campsites (\$2.7 per night) can be found from Greece to Amsterdam. If one has the time, a car ferry at Keramoti, Greece, will take you to the island of Thassos in less than an hour for about \$30.

Like Turkey, Yugoslavia is vast and diverse, comprising a number of regions that were nationally autonomous until recently. One has two choices here by which to reach Austria from Skopje. The Adriatic route that passes through Dubrovnik is awesomely scenic with roads that skirt that sea from a height of 200 feet in some places. That road, however, is mountainous and narrow and takes at least an extra half-day's drive. The alternative route which cuts through the center of Yugoslavia and passes Belgrade is faster but not nearly so scenic. People making the round trip from Dhahran often split their Yugoslavian itinerary so as to see both routes. National Geographic Magazine named Dubrovnik, "the most authentically preserved Medieval town in Europe" and the English playwright, George Bernard Shaw, called it "the pearl of the Adriatic."

Both appellations are well deserved, for the Dalmatian coast is un-

like any other in the world.

North of Yugoslavia, through Austria and Germany, the choice of possible routes to Amsterdam are too numerous to list. There are hundreds of campsites to choose from, though the ones which lie outside small villages are less congested and offer greater possibility for social exchange.

The most complete and accurate European camping book we found was Rand McNally's folio edition. As well as separate road maps of each region, it includes very detailed charts of the services each campsite offers such as swimming, restaurants, hot water and nearby grocery stores. It is updated annually and welcomes entries from motorists themselves.

In the past 15 years the deserts have been halved by pipelines, straits bridged and mountains made humble by superhighways. Yet in the variety and infinite possibilities for social exchange that much a trip offers, it is humanity itself that is ultimately humbled.



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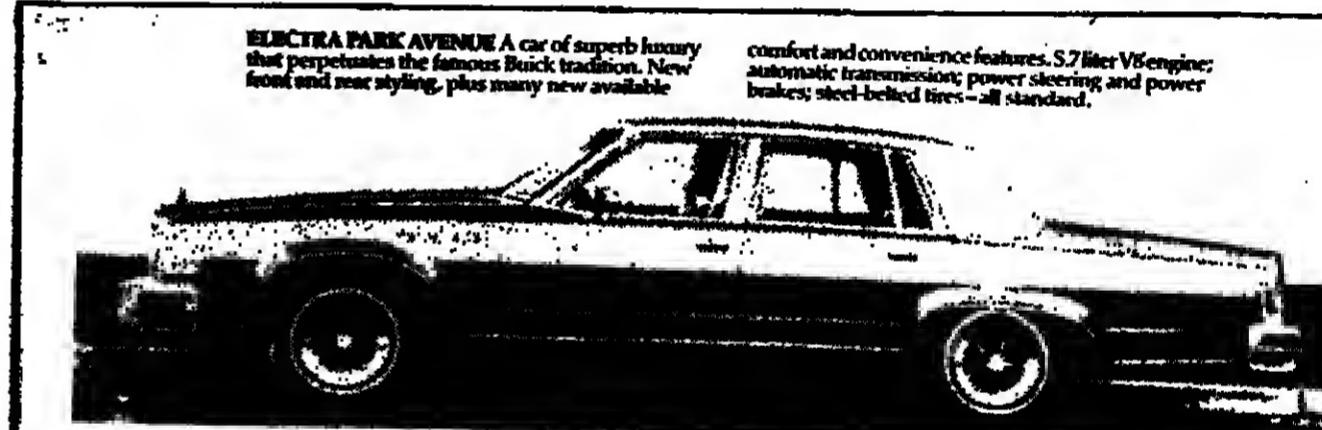


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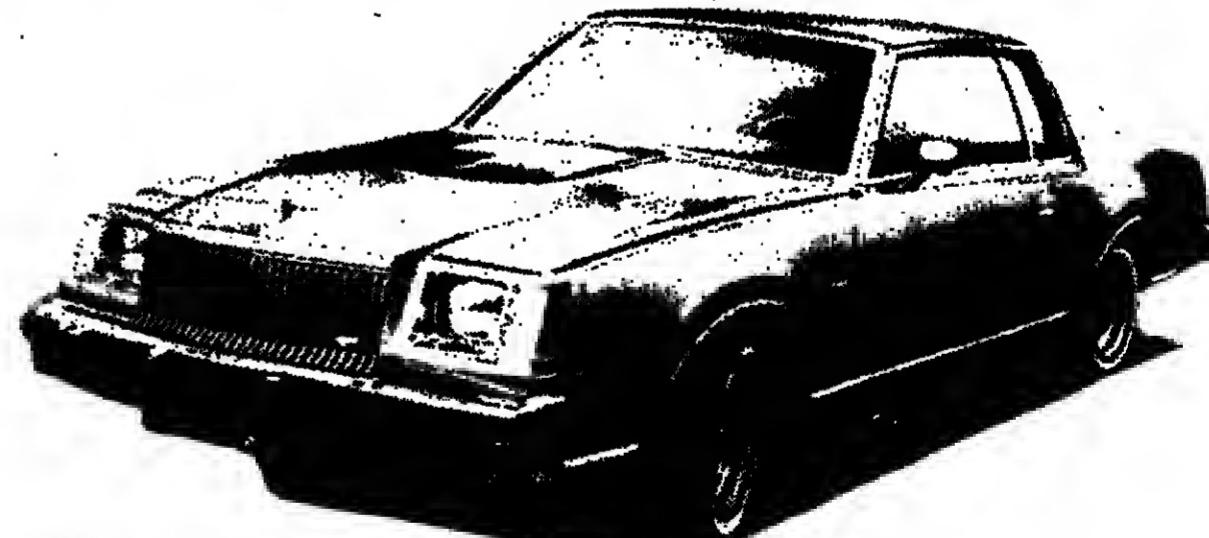


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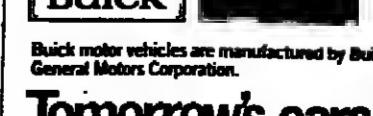
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GM claims 50% growth

By a Staff Reporter

General GM-I Motors Corporation considers Saudi Arabia to be a highly important market in the Middle East for its products. Past years have shown the growth for GM's business in the region, with preliminary figures indicating an approximately 50 per cent increase in sales for the 1978 calendar year over 1977. Moreover due to the wide acceptance of GM products the corporation has had favorable relations with government agencies, fleet customers and private owners.

Two years ago the General Motors Overseas Distribution Corporation established the Saudi Arabia Zone Office in Jeddah to provide technical assistance to GM's authorized dealers in the Kingdom.

Mohammed A. Razaq, manager of the Jeddah Office came to this assignment after several years of service in the first Mid-East Zone Office located in Athens. His professional staff includes other GM veterans from the U.S., Japan and other countries who work with GM's authorized Saudi Arabian dealers to upgrade their management staffs in sales, accounting, service and spare parts handling to insure that their Saudi Arabian customers receive the same high standard of quality products and service for which GM is famous the world over.

Razaq's staff conducts seminars and training session for local mechanics all around the Kingdom where GM has authorized dealerships, and occasionally sends mechanics to be trained in the U.S. at GM training facilities. Authorized GM dealers are also assisted in recruiting Arabic speaking mechanics from North America and obtaining the latest service equipment and technology available in the U.S.A.

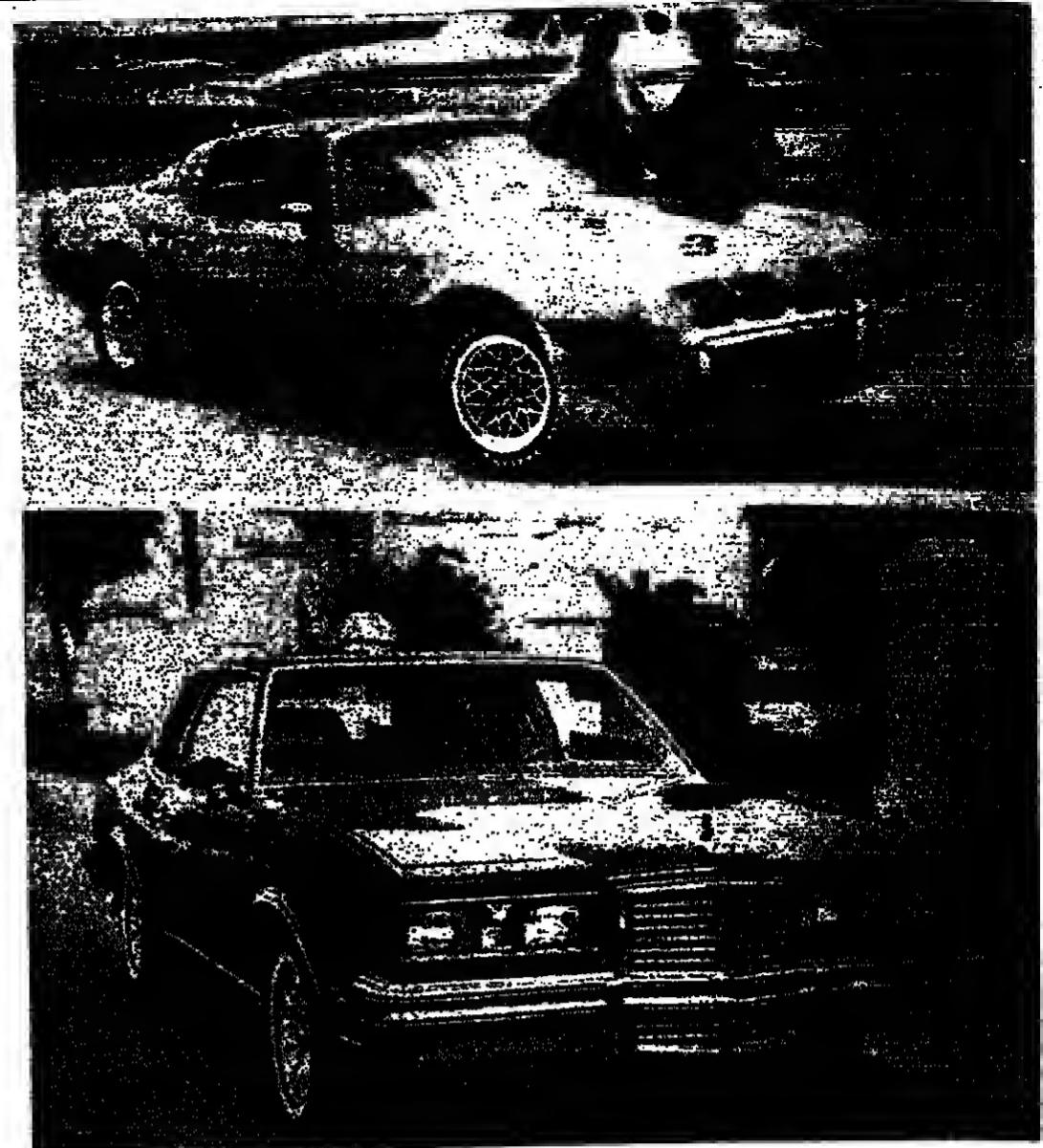
The Jeddah Office staff also conducts periodic studies to determine whether GM products remain competitive against others sold in the Kingdom. In two years since the office was opened it has changed quarters twice and is now involved in the construction of larger facilities on Merina Road which will include a permanent training room.

Today GM has 18 authorized dealers in Jeddah, Riyadh, Dammam, Jubail, Medina, Yanbu and Alkhobar. All of these dealers are constructing, or have constructed, new expanded facilities, including offices, showrooms, parts and service departments, to better support GM's growing product offering in the Kingdom.

They represent the widest range of automobiles, light medium and heavy duty trucks, vans and buses available anywhere to fit any private or commercial transportation requirements and special Saudi Arabian conditions.

General Motors captured leadership of the domestic U.S. automotive market in 1925 (and has kept it ever since) and began to look at world markets. Manufacturing plants were later established in Canada and Mexico, Latin America, Europe, Africa and Australia. GM has part ownership of Isuzu in Japan and assembly and support facilities in many other parts of the world.

A list of automotive "firsts" has resulted from GM research and development. But GM research teams are also credited with advances in safety in and outside the automotive world as well...In medical technology...mass transit engineering...sophisticated motive power concepts. Among these non-automotive projects...the development of an artificial human heart.



Aljomaih, the owners of the first workshop

By a Staff Reporter

Al-Jomaih is one of the largest importers of automobiles in Saudi Arabia and in 1965 was already the largest dealer for Ford cars in the world outside the United States.

As the company boomed and sales increased, the Arab League Boycott of Israel Office decreed that Ford cars should be banned because of Ford's dealings with Israel. In 1967 Al-Jomaih stopped importing Ford cars after investing fortune in organizing their thriving business.

"This was not an easy thing for us," said Ibrahim Mohammed Al-Jomaih, general manager, Jeddah office. "But we

decided to go on importing and distributing other American cars taking advantage of our enormous resources and well-established organization."

They were soon awarded the franchise for General Motors in the western region for Chevrolets, and in the eastern and central regions for Cadillac, Pontiac, Buick and GMC.

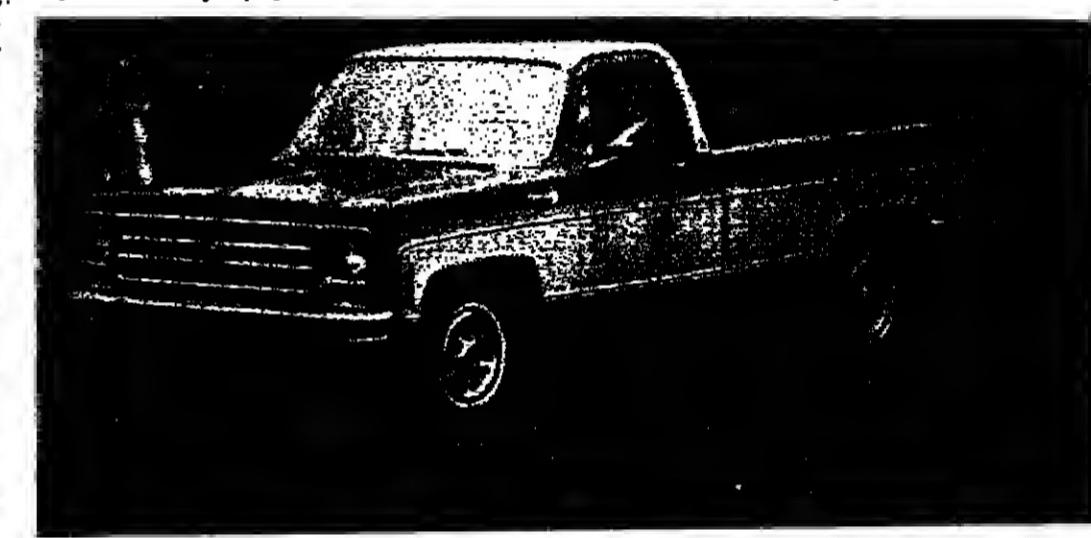
In 1978 the company became the largest dealer of GM cars in the world outside the United States.

Besides, Al-Jomaih is one of the leading distributors of Shell oils in the world, Yukon tires and Fiat-Allis heavy equipment which makes the largest bulldozer ever pro-

duced, the 41B. They import and distribute asphalt finishers, pavers, road rollers and vibrators. They are also agents for MAN, Galion, Le Roi, TCM and other.

"We were the owners of the first workshop in Saudi Arabia," Ibrahim said. It is not only well-equipped but is also staffed by the best men we can get. They have a staff of 1500 working in various workshops and departments throughout the country. They include personnel involved in bottling Pepsi Cola in the central region. The bottling plant is claimed to be the largest and most modern in the Middle East.

Ibrahim said that the company will shortly open Al-Jomaih center in Jeddah, showrooms and service facilities and a parts depot.



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Road network for prosperous life

By A Staff Reporter
"On the road to prosperity our Kingdom is fast achieving more prosperous life," says Jassim Mansouri, minister of communications in an interview to a book on the road program of the country.

"The road the Kingdom has chosen is the shortest and the quickest to comprehensive socio-economic development in a country as vast as Saudi Arabia," he adds.

To achieve such overall aims, a framework must be made within which all the essential elements can be fitted. Of the tools to make such a framework, an elaborate road network is the most important," he says.

The construction of roads in such a vast country and through hard terrain, has been a challenge to the authorities. Following is a brief review of the road building program in Saudi Arabia.

12,169 kilometers of road were asphalted during the 1st development plan (1970-5), in addition to building 377 kms of dirt roads.

Road construction in Saudi Arabia dates back to 1934 when the then Works and Mineral Department was established. But the asphalting process as such began only in 1951.

When the ministry of communications was created in 1953, the total length of asphalted road did not exceed 39 kilometers.

By the end of 1953, the ministry had built 4,147 kms. In 1964 a new chapter began in the history of road construction as the ministry

charted out a new program called "the main program for the development of roads and bridges" which called for the construction of thousands of kilometers of road.

From 1963 to 1970, the length of asphalted roads rose to 8,021 kms. The ministry also envisaged another plan consisting of dirt roads with a view to linking villages and rural communities. By 1970 a total of 3,739 kms of dirt road had been constructed.

From 1963 to 1968 contracts were signed for the construction of some 5,000 kms of that type of roads.

The first phase of the plan provided for the linkage of major centers with the largest possible number of cities and villages.

The second stage called for cutting down distances between major cities.

The third called for construction and/or enlargement of dual carriage highways.

The fourth concerned the standard of services and safety on asphalted roads.

By the end of the second five-year development plan which began in 1975, the desired linkage had been accomplished.

By the end of last October the ministry had built 18,661 kms of asphalted roads. The final objective to be fulfilled by the end of 1974 was the construction of 25,235 kms.

At the same time, by the end of October 17,863 kms of dirt road had been realized, compared with a target 18,237 completed, the ministry started the implementation of the

fourth stage calls for improving the standard of services and road safety through road signs; afforestation on both sides, the building of resthouses and parking spaces and the provision of integrated utilities such as car service stations and restaurants etc.

The Kingdom also constructed highways to link it with all neighboring countries. It set a target of 1,900 kilometers annually, with contracts going to best builders.

Criteria of road construction were fixed in cooperation with and according to statistics provided by the United Nations, the World Bank and some European and Middle-Eastern countries.

Alhuseini introduces BMWs

By A Staff Reporter
One of the finest cars in the world is about to make an entry into the Saudi Arabian market, it was disclosed by Sheik Alhuseini, chairman of the Alhuseini Group of companies.

Germany's famous BMW and motor cycles manufacturers have entered into a exclusive agreement in this country, with the Alhuseini Corporation, a well known Saudi Company that has been engaged in business for over years.

BMW are entering into the Saudi market in a manner that will ensure commercial orientation in its working and approach, according to Fadi Alhuseini, assistant Managing Director who will be in charge of the agency. Their Head Office will be at Jeddah's King Fahd Road.

They will have a workshop which they say will be one of the finest in the Middle East.

"Our basic corporate philosophy will be to provide an excellent after-sale service. We already have the cars in stock and heavy order bookings but do not wish to market or release them until we are ready to service them and provide them with spare parts. When we are ready in every conceivable way we shall start selling."

BMW took over the Eisele BMW Motor Vehicle factory towards the end of 1964 and along with this they are able to purchase the know-how of an entire generation of automotive engineers

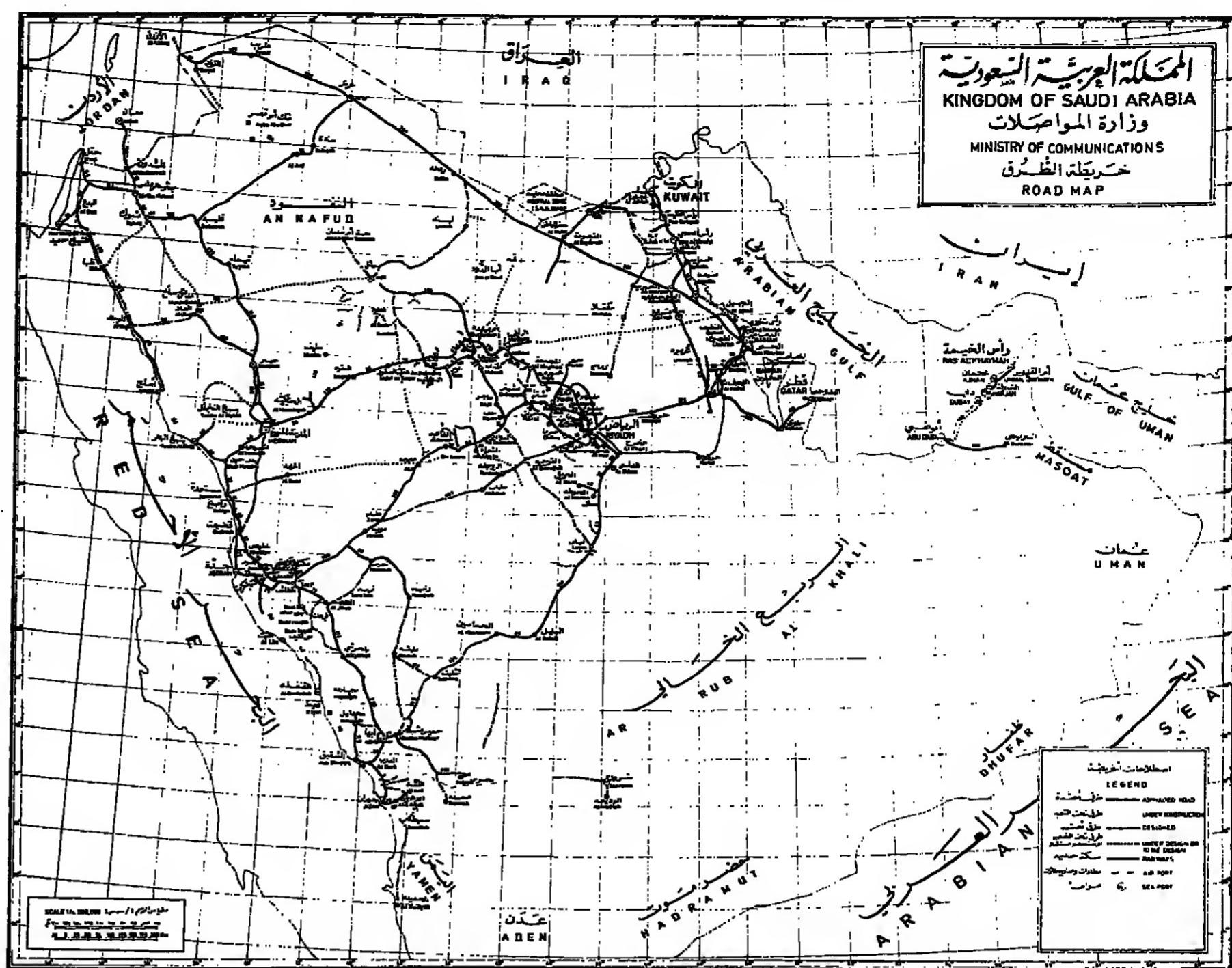
considering the fact that car production was started at Eisenach in 1898. So going back to the roots, the history of BMW cars dates back 80 years all the way to the second manufacturer of motor cars ever to become established in Germany.

The ultimate in cars from

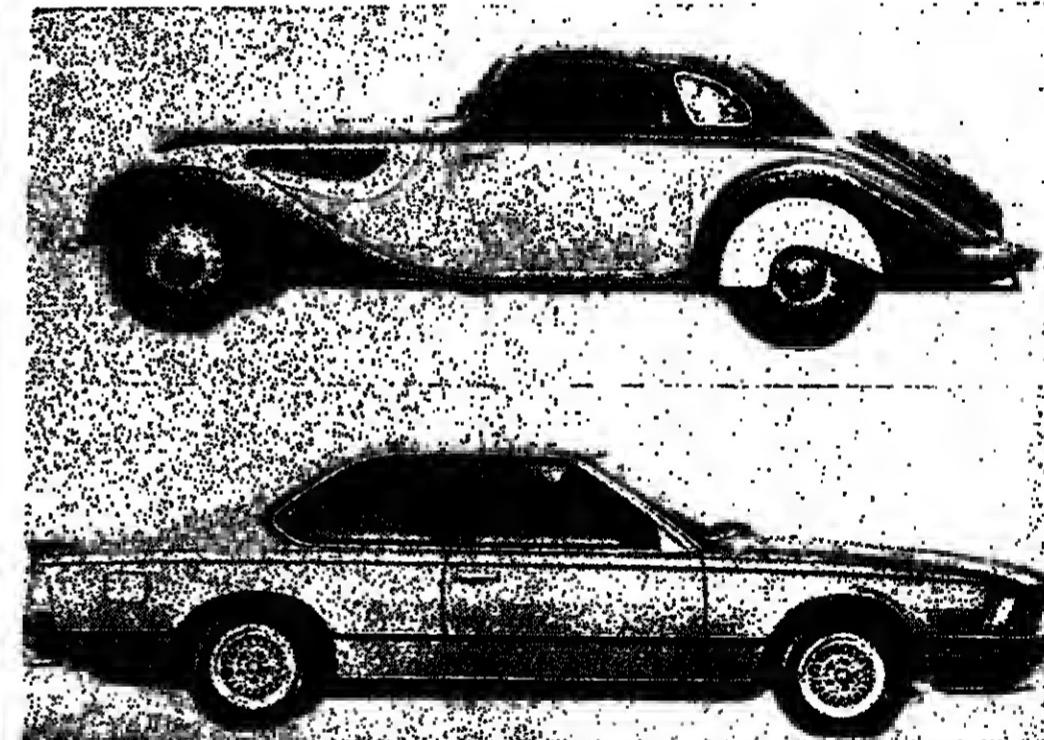
the most sophisticated engineering works managed by highly advanced and experienced technicians, engineers and dynamic management devoted to their professions comes to Saudi Arabia in the shape of that popular and well known name BMW, a symbol which has been appearing in white-and-blue color on motor cars for many decades.

An international motoring journal once wrote: "When judging the BMW one must apply the highest of standards. This is necessary not only because the car bears the same BMW, but also because of its price. The car thus demands and needs to be treated like an absolute top-category model". According to the BMW road test in 1963: "There can be no doubt about it: The question we asked in starting this road test, i.e., whether the BMW is really a topcategory product, must definitely be answered in the affirmative".

These two statements provide a clear description of BMW's standard: You must apply the highest standards to find out that a BMW is really a topcategory motor car. Another statement on road test, on June 27, 1964, by the "Kurier", a major newspaper in



Sheikh Abdul Aziz Alhuseini

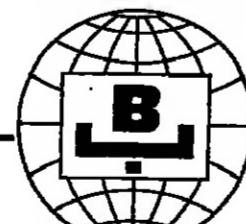


BMW: Past and present



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Wrecked cars to disappear

By Elias Haddad
(Reuters)

Jeddah busting Red Sea city and port, is about to solve a problem that has bothered city authorities for years — the littering of the streets with the wrecks of thousands of cars.

The gaunt monuments, left where they crashed and exposed ever since to the searing sun, are grim reminders of the battles with speed waged by the Saudi drivers — for in this desert land of oil wealth they tend to be reckless.

The past meets the present from time to time as weary Bedouin travelers take advantage of the shade provided by the masses of metal junk to lie down for an afternoon nap.

The number of wrecked cars abandoned in the streets of Jeddah, whose population is just over a million, is estimated at 80,000. Their original cost would have run into possibly hundreds of millions of dollars.

The ugly wrecks mar the horizon for the art monuments recently installed by Jeddah's Mayor Muhammad Said Parisi.

The owners of the abandoned vehicles ignored the mayor's pleas to remove them.

Now there is hope at last. For a new scrap metal plant has been built on the outskirts of Jeddah — the city in which the Foreign Ministry and the diplomatic missions are situated.

The plan is to remove all the car wrecks, break them up and re-cycle the metal in the form of bars.

Motorists in Saudi Arabia face many hazards. The vast distances covered by drivers often lead to exhaustion and dozing at the wheel.

The main highways are straight and generally well asphalted. But there are hidden hazards, a flock of camels may suddenly lumber across the road without warning.

A speeding car hitting a slow-moving camel can, and often does, lead to fatal results for driver, passengers and the beast of burden.

Driving at night, when visibility is limited, and at noon when desert mirages play tricks with vision, play havoc with the nervous system.

I know of the hazards from personal experience. Recently I drove from Beirut, to escape the shelling of residential areas of the Lebanese capital, to Jeddah.

The last lap of the journey from Tabuk, on the Saudi-Jordanian border, to Jeddah covers 1,100 km.

Minutes after leaving the Saudi border post, I heard the scream of brakes and smelled burning rubber. Right ahead of me the highway was blocked by two huge trailers involved in a head-on collision.

The lights of one vehicle were still shining and oil was leaking from it, but there was no sign of life.

The government tries to encourage people to help but most hurry on.

If the victims are lucky, an ambulance arrives, followed by a police patrol. The police write up their report, and the ambulance whisk the victims off to a hospital.

The road south from Tabuk to Jeddah cuts through vast tracks of wasteland, and on the horizon appears a chain of the Hijaz mountains converging It is a misleading sight, for the grey and occasionally pink-colored rocky hills are still far away.

Yet another misleading sight for drivers are the spare and thorny desert trees. Road travelers who come to Saudi Arabia for the first time, feel relieved at such a sight, expecting to rest for a while and wash their tired feet in what appears to be a small river, or a brook between the trees. But the brook turns out to be no more than a dry course eroded by rainstorms over the years.

All along the road, the scene repeats itself almost every kilometer — vehicles smashed and overturned.

Older cars are half-buried in the sand and the newer models await their turn to be smothered by the desert sandstorms.

At the approaches to Jeddah, the number of broken-down cars increases.

A Saudi businessman, who ordered a survey, discovered more than 80,000 abandoned cars in the city streets.

And that total does not include the wrecks in Jeddah's four major junkyards, where their owners deal in a lucrative market of used spare parts. The junkyards hold between 15,000 and 20,000 cars.

Apart from Jeddah, no other municipality has plans to remove thousands of wrecked cars.

They are apparently waiting to see how successful Jeddah's



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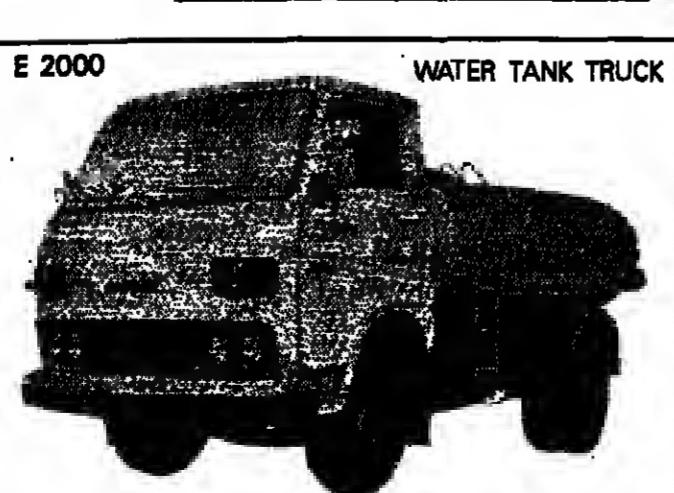


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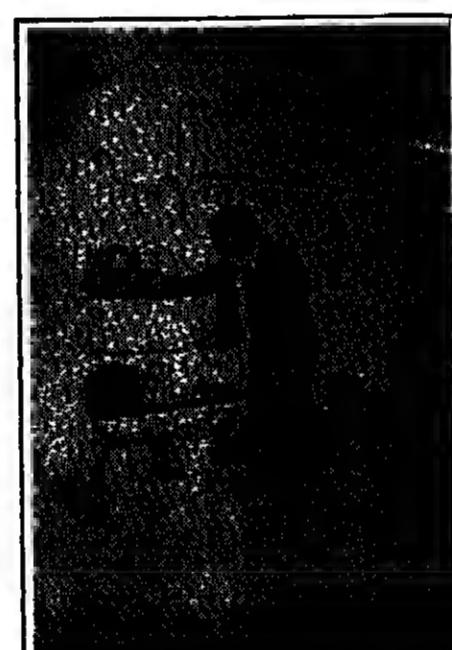
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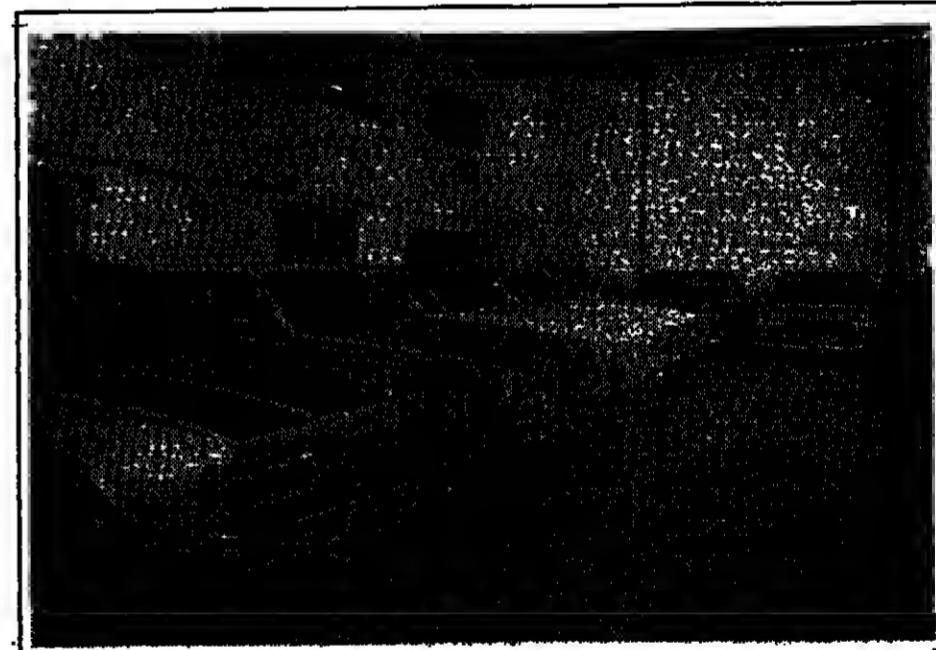
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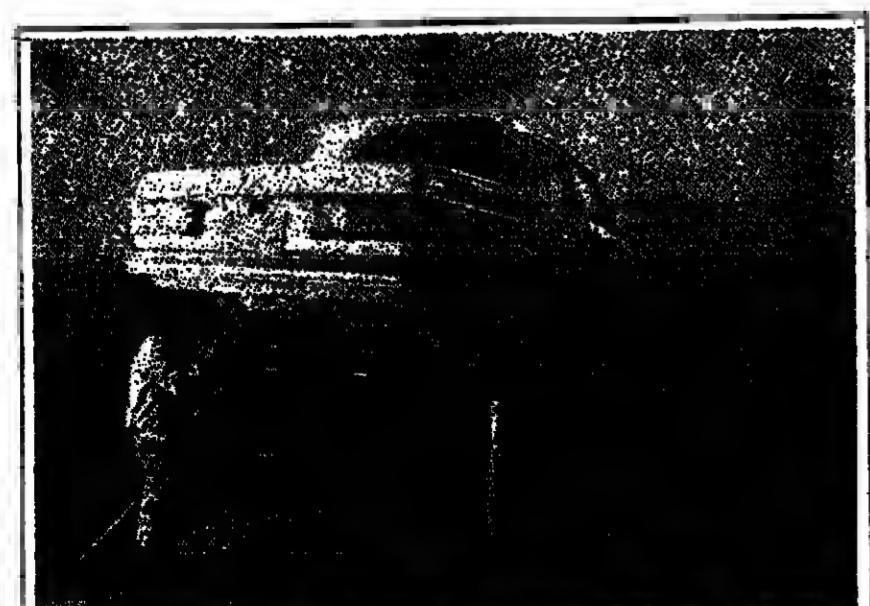
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Silver Wraith II

Rolls Royce honors Ashmawi

By a Staff Reporter
Few are the car dealers who are honored by Rolls Royce every year.

Sheikh Muhammad Ahmed Ashmawi, chairman of the Saudi Markets Ltd. (SAML) is one of those honored this year for being the largest distributor of the royal car.

The books of Universal Motors, an offshoot of SAML, show that 70 Rolls Royce cars have been sold in 1978 compared to 57 in 1977—making Universal Motors the largest distributor of RR's in the whole Middle East.

SAML has the reputation for dealing in the luxury market. It trades in diamonds and luxury cars and has the franchise for Aston Martin, Alfa Romeo and the \$60,000 Stutz.

Muhammad Thabit, general

manager of Universal Motors recounted how RR came to be marketed in Saudi Arabia.

"We had the franchise for RR cars for a long time but in 1972 we decided to stock the cars in Jeddah instead of passing on order to the U.K."

"We thought it was going to be a bad year for us. We started with an initial stock of ten cars and were afraid we would not sell any since we only sold three in all the time we had the franchise."

"But, in fact, we sold twelve that year and have gradually pushed the figure up yearly until the figure reached fifty seven for 1977."

Universal Motors handles six RR models—the Camargue, the Phantom 6, the Silver

Wraith, successor to the long wheel base Silver Shadow, the Silver Shadow 2 which is an updated model of the Silver Shadow 1, the Bentley and the Corniche saloon. The Corniche convertible is not considered an ideal car for a desert climate and is not marketed although there are two convertibles in the Kingdom.

It takes six months to build Camargue or Camargue and three months to build a Silver Shadow. There is a separate color range for most of the models put out by the manufacturers but local popular colors are green, brown and cardinal red.

Although when ordering this car, a Saudi customer may specify add-ons such as a fruit juice bar, television set or telephone, RR is not ex-

actly mean in its provision of the luxuries labelled 'standard specifications'. Alongside AM/ perhaps he does earn the right Royce is equipped with a quadraphonic tape player, cigar lighters in each rear armrest and beside the front center stowage unit, roof lamps inside with a seven-second delay and an independent concentrated beam, map-reading light in the front and, of course an anti-theft device incorporated in the switchbox. The air conditioning system is automatic with separate temperature control for upper and lower systems.

The R.R. brochure which outlines what you get for your money, may give the impression the Rolls Royce buyer is getting an institution rather than a motor car.

جذب العملاء

CAR OF THE YEAR

JAPAN GRAND PRIX AWARDED IN JANUARY 1978

DAIHATSU
Charade

SPECIAL FEATURES GALORE



This year, a record 1,250 entries were submitted for the Car of the Year Award sponsored by Japan's "Motor Fan" Magazine. And the Grand Prix Award went to the Charade—an astonishing accolade for a truly astonishing small car. What's more, the Charade had only been on the market for three months when it received the award.



"The Charade won this award because it gets back to the original principles of the compact car. It's a model of engineering and design . . . All this and extremely low fuel consumption too. The Charade defies criticism."

The Mainichi Newspaper (19/1/78)



"This car contains a host of new and daring ideas . . . every compact car from now on will be judged against it. In short, the Charade was right, right from the beginning."

The Automobile Daily News (17/1/78)

A compact, economical car designed for practical, easy and affordable motoring.

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HAMAD

Award for 3-cylinder Charade

By a Staff Reporter

Last year a record 1250 entries were submitted for the Car of the Year Award sponsored by Japan's "Motor Fan" magazine. The Grand Prix Award went to Charade which is produced by Daihatsu.

The judges of the Car of the Year Award represent engineers, designers, professional drivers and automotive experts in Japan. Its makers claim it to be a thoroughly practical car. "It has none of the extravagant trimmings or unnecessary body work that decorate larger cars (and burden the price, they hasten to add). Yet it has all the spirit, energy and flexibility that denote a special car." For its class, it's one of the cheapest cars in the world. The price starts from SR 10,000, a bargain anywhere any time.

The Charade has the world's first 3-cylinder, 4-cycle engine, its 933 cc engine is enough for a light compact car and it weighs less than 700 kg.

This is not the only unusual feature about the Daihatsu company whose agents in Saudi Arabia are Messrs. Hamad Al-Naser Al-Hatani and Bros., Kilo 7, Mecca Road.

Assistant General Manager Said Hatani, a graduate of Cornell University, said that since they got the agency in 1966 they have been concentrating on the small to medium vehicle. "Thus we went in for the mini pickup and the two-ton pickup which are the best selling in Saudi Arabia," he says. "The idea is to provide a man with a small truck for a small price that he does not have to buy one for SR 70,000. We also provide the small contractor with a semi-tripper, a small truck-trailer which a small water tank, ... when for a total value of SR 100,000. You can buy 12 of our trucks for the price of one large truck," he adds.

Now a farmer can use his truck in the day and drive his wife and child to town in the evening using the same truck. Instead of hiring a water tank-



truck every time he wants to supply his site, he can now buy a small one from us with a capacity of 2,200 liters (500 gallons) and save money.

In the same way, Daihatsu supplies the 4-wheel drive Jeep, which is smaller than the Toyota and bigger than the Suzuki. It was judged the best Jeep in Australia.

Their proudest models and best selling ones as well are the 55 Wide Cab, Delta Mixer

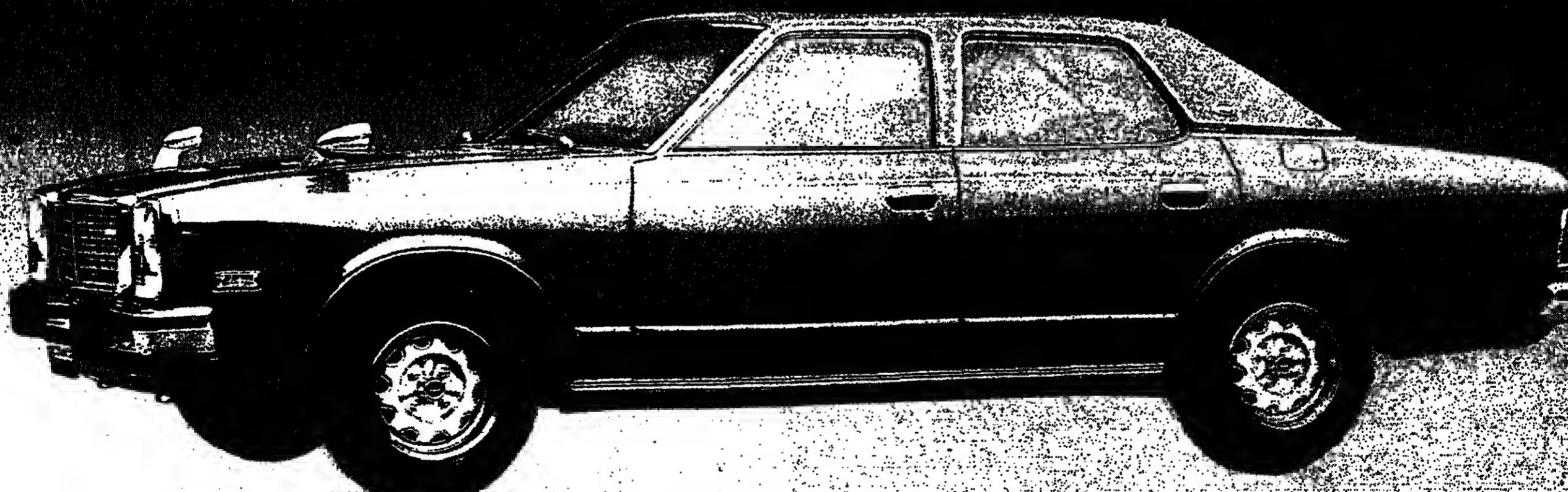
DAIHATSU 4-Wheel Drive The tough terrain animal that's also a fun ride



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Datsun: Vastness and good organization

By Farouk Lughman
The first impression that is left by a visit to Datsun in Saudi Arabia is one of vastness and good organization. The company has a huge headquarters office in Medina Road, to which is attached the garage, workshop and spare parts divisions. On the ground floor is the showroom which contains 60 cars from tarpaulin-covered jeeps to sleek airconditioned saloons. On the first floor lie the offices along clear corridors.

During 1978 Datsun imported 60,000 vehicles. Their range is varied and wide. They import 15 commercial and 15 passenger models. And they own a SR 30 million headquarters in Jeddah that is one of the best equipped in the country. They are unique in that alone in the Middle East they have what they call a pre-delivery inspection system situated at the quarantine area in Jeddah. There all cars that come off the ships must be inspected before they are okayed for sale. Every facet of the car is checked for efficiency and road worthiness. Vice-President Asaad Muhammed Kindeel said that the company is genuinely proud of its achievement in this field.

The organization was established in the name of Siraj H. Zahran and Co. in 1952. In 1960 the company acquired the sole distributionship of Datsun/Nissan for the King-

dom. In its first year of operation the company sold 125 vehicles.

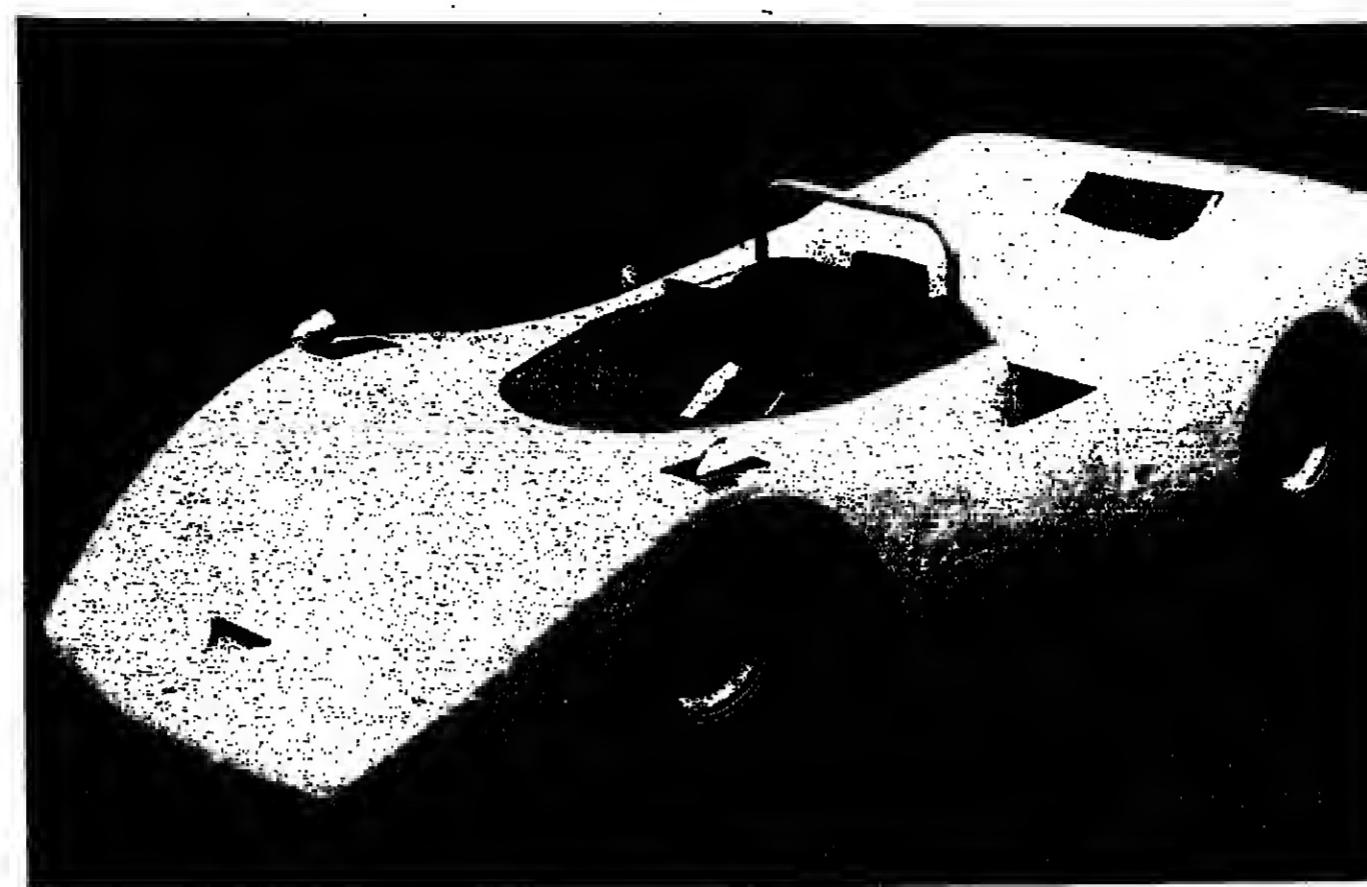
The company has a modern training school in its Jeddah offices for Saudi boys aspiring to work in the automobile field. Their training includes maintenance which comprises body work, electrical and mechanical repairs. Besides, the company sends six groups a year to Japan for training in various fields. Other training facilities include spare parts, storage and salesmanship.

With distributorships all over the country, the company is well-placed to offer its cars for sale within easy reach of population centers and provide fast spares and repairs services. Its head office in Jeddah which was built in the old Saudi style of house architecture, was built on 30,000 square meters of land and took four years to complete. The cost of the land in such a section of Jeddah is not known but the total must be in the scores of millions. Besides, the quarantine area stores occupy an area 200,000 square meters. A branch will be ready in Abha, in the south in six months complete with all the services that the company offers to customers in Jeddah. Another will be opened in Medina, in addition to those already operating in Riyadh, Qasem, and Damman.

The head office alone has 470 employees.

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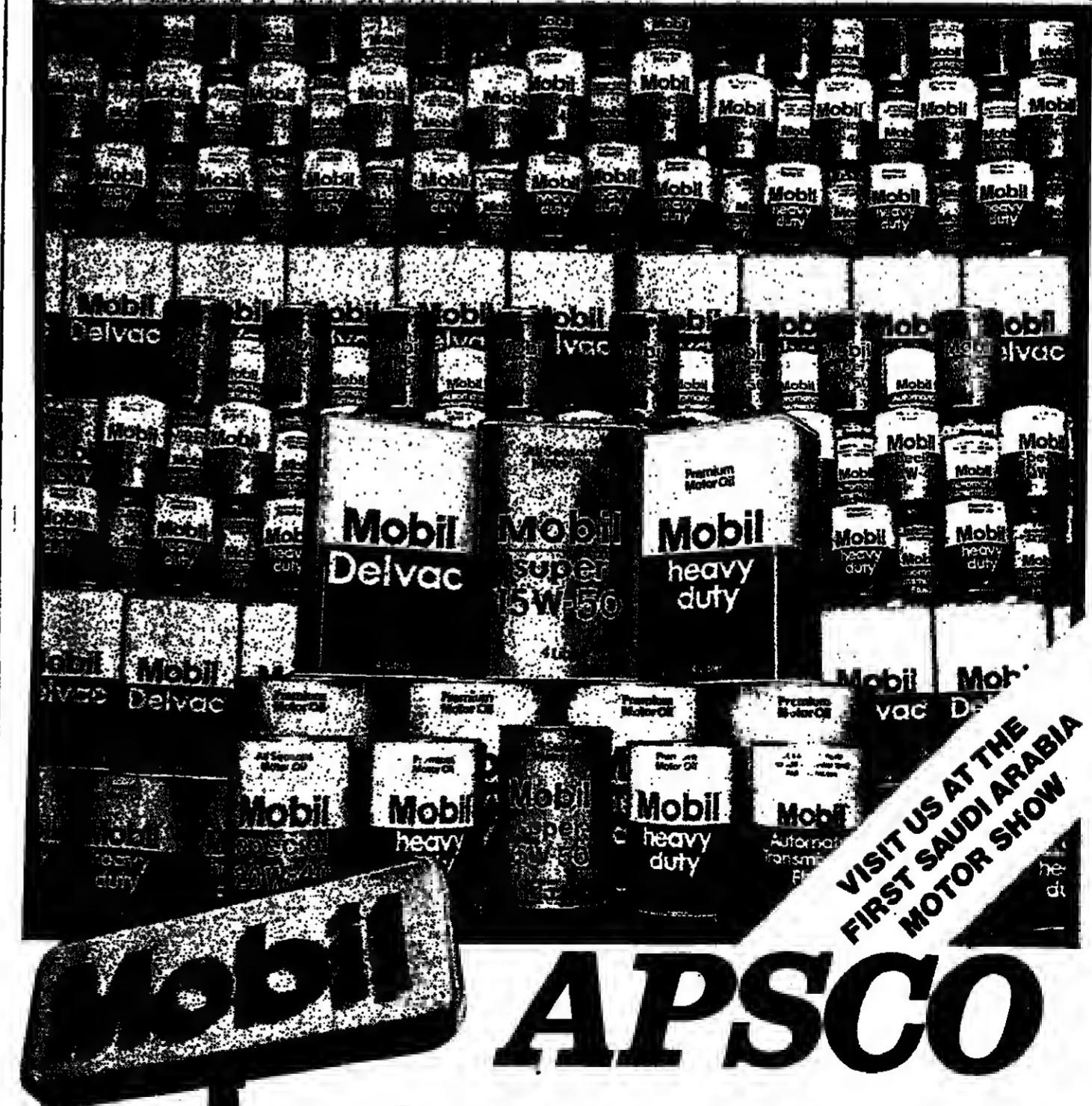
Sheikh Asaad Qadeel, vice president of Siraj Zahran (above) and new Datsun models (below)



Datsun headquarters and spare parts



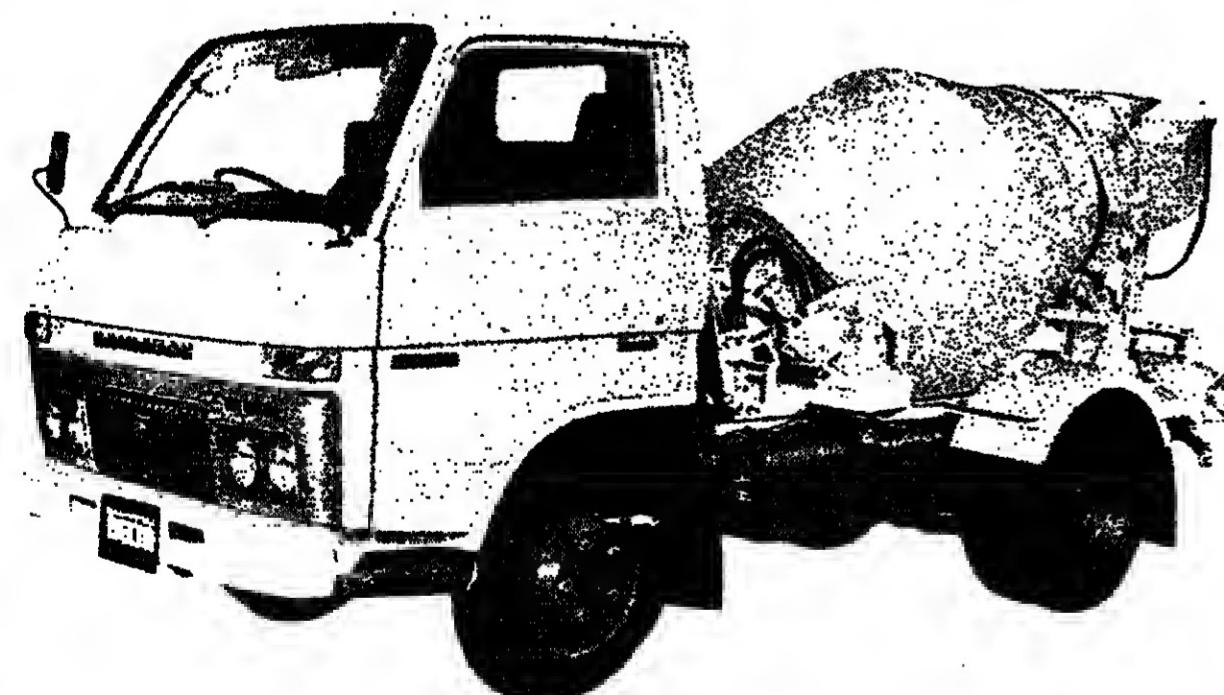
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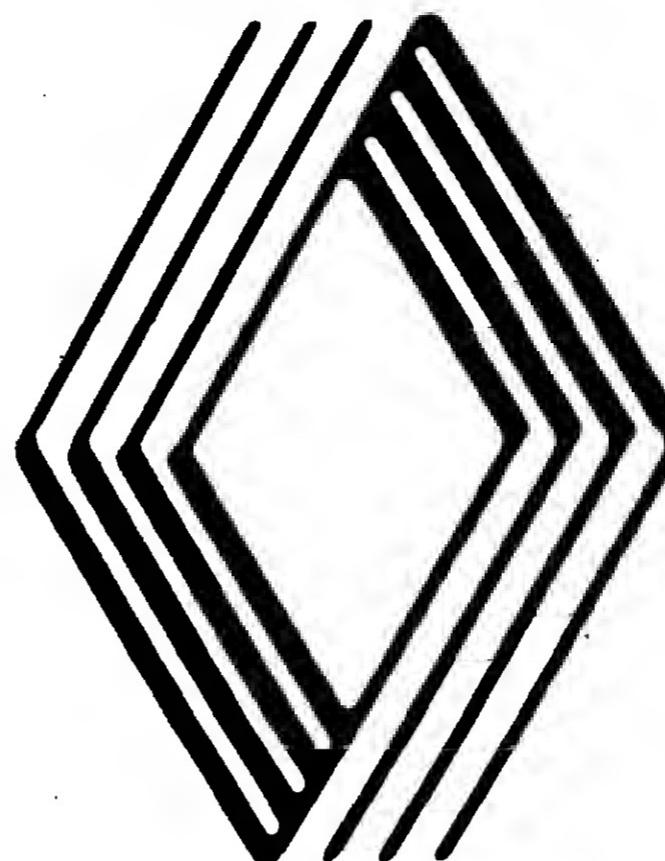
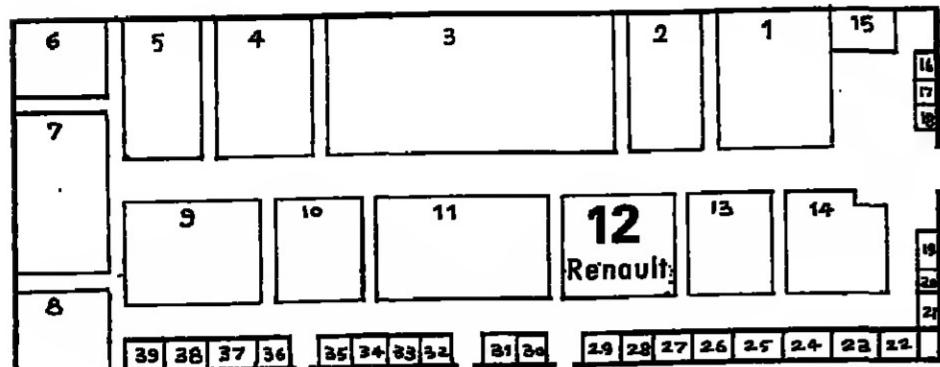
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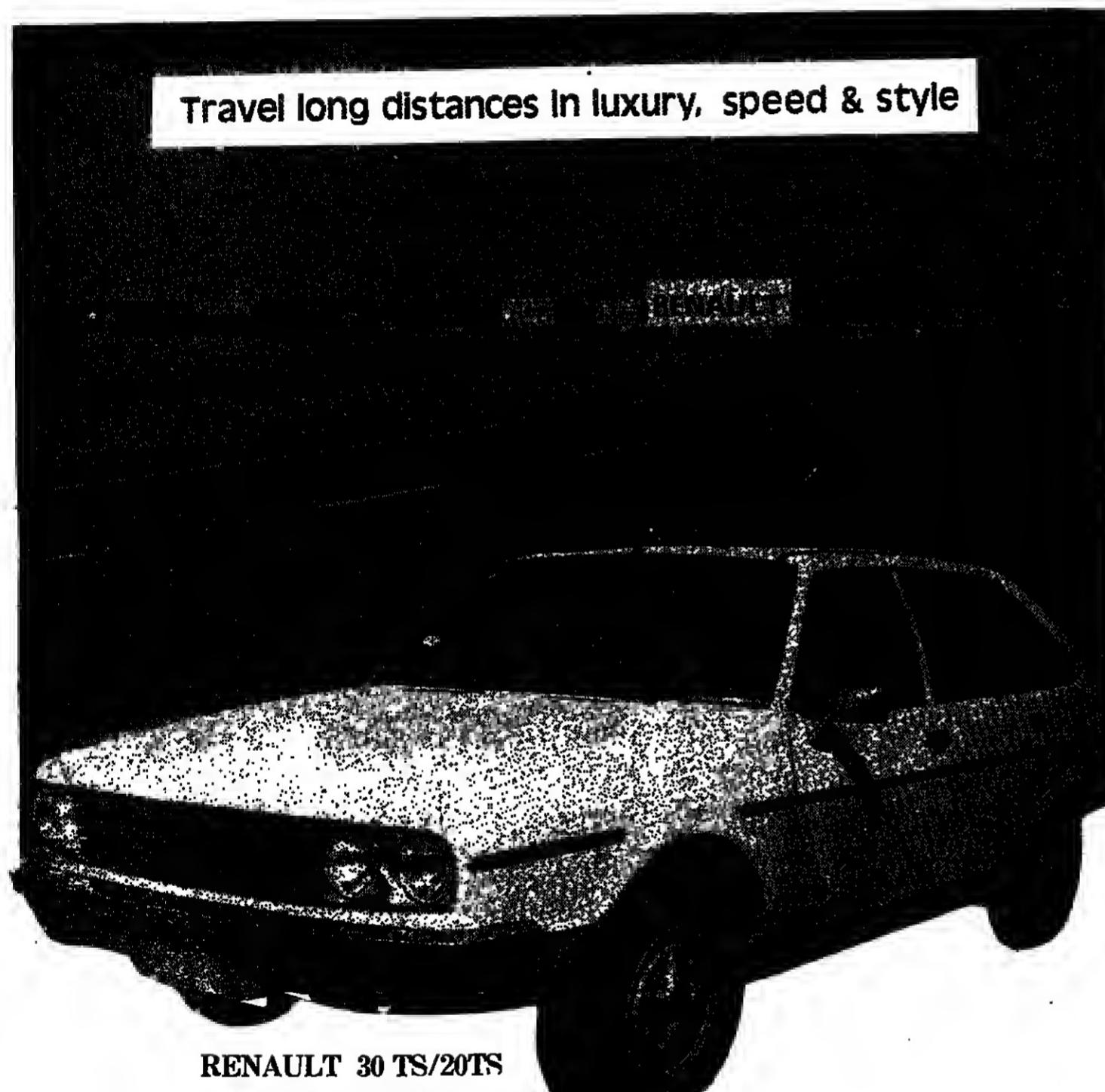
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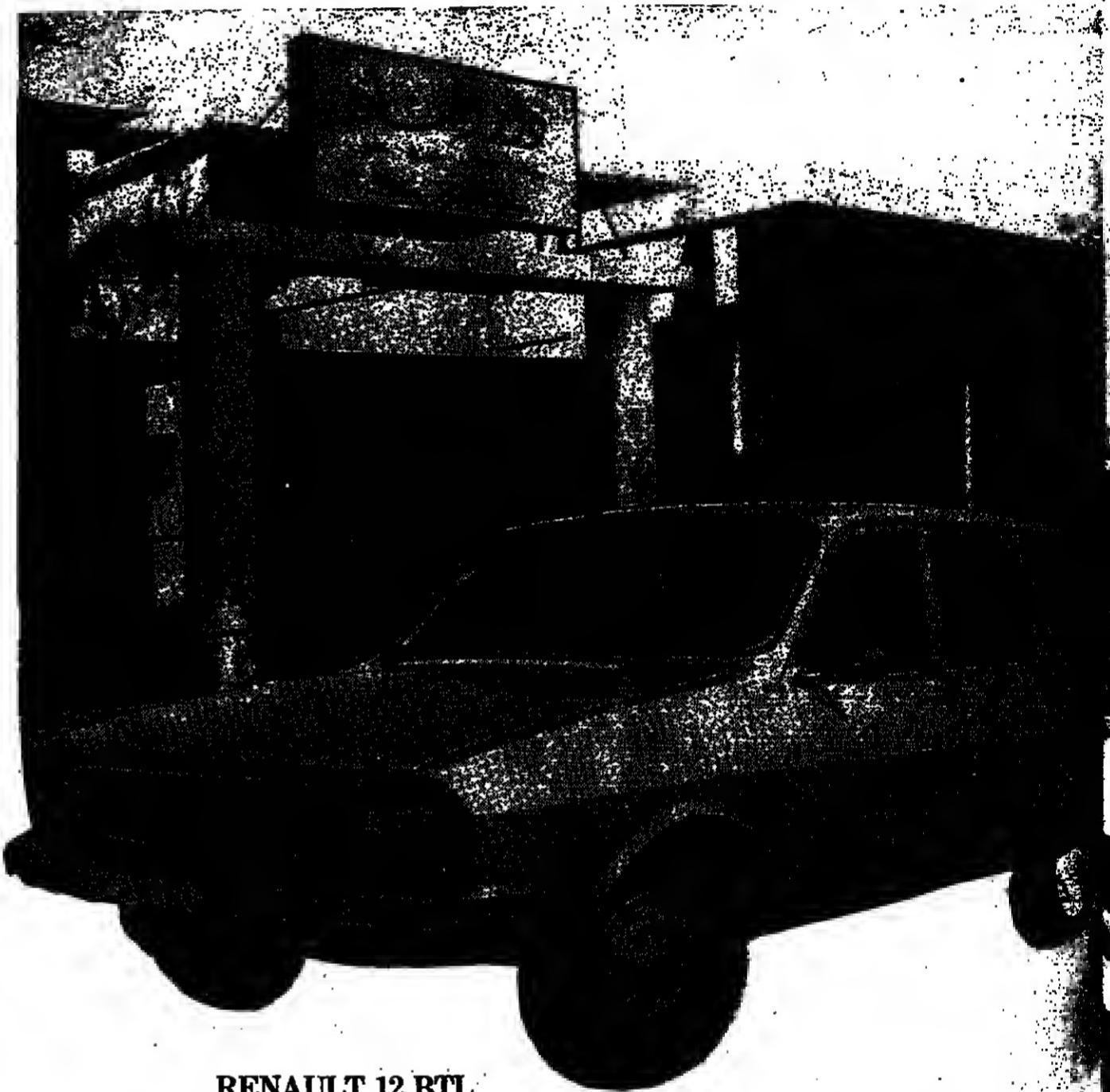
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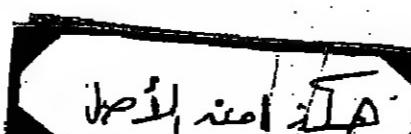
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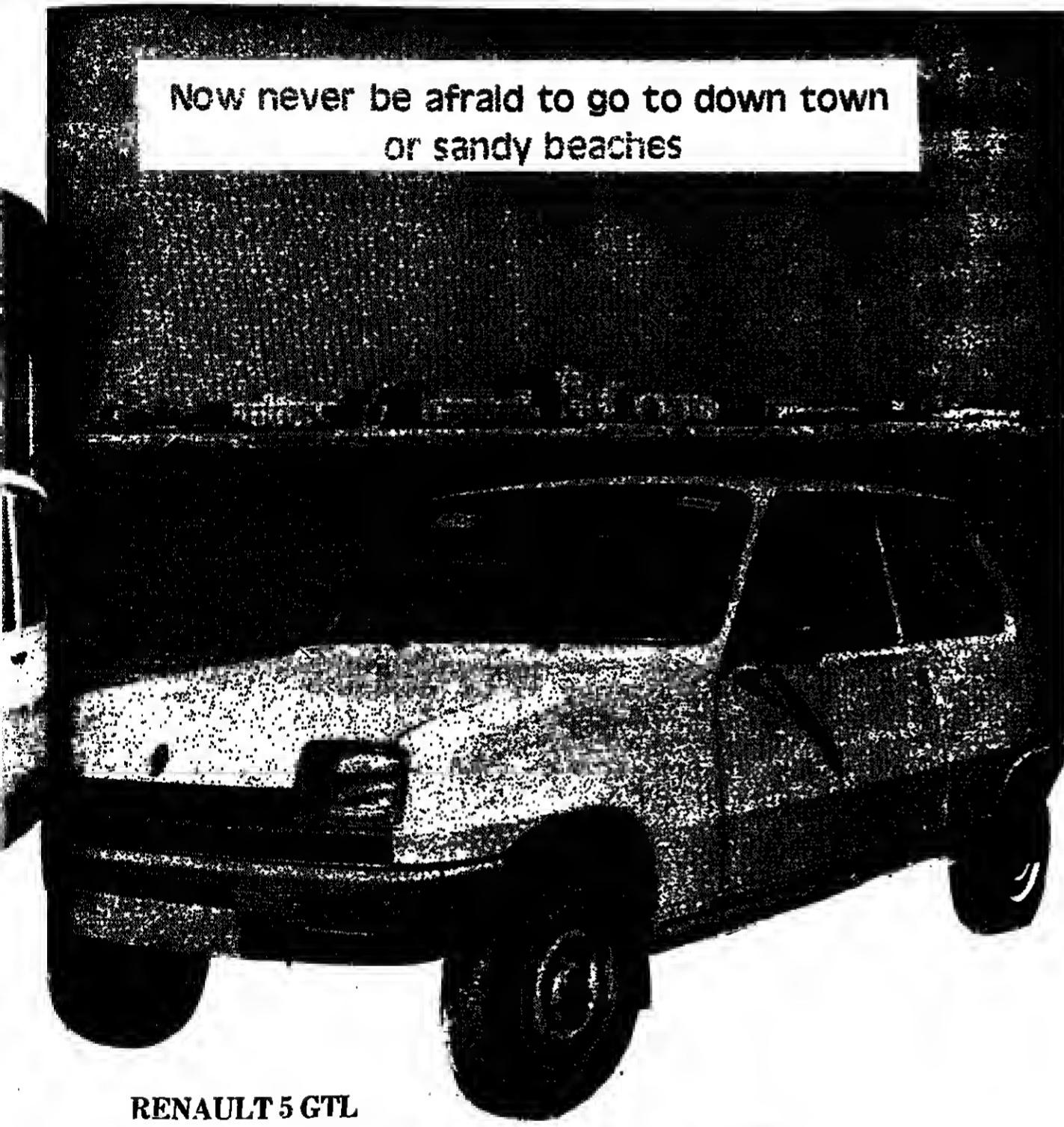
- Front Wheel Drive provides for better road-holding, allows more passenger and luggage room, adds to comfort and versatility.
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Volvo 240 series sells most

By John Close

The Volvo has long been known as a robust car but even the healthiest of automobiles needs tender loving care. National Automobiles' new maintenance shop, which is developing into a car clinic equal to any in the world, should ease the nagging fear of any prospective buyer or car owner in Jeddah — where to get service.

"Very soon now we won't have to turn anyone away no matter what he needs," says Len McDermott, manager of the Volvo maintenance center on Palestine Road (East) past Prince Fahd Bridge.

The shop already has four 4-poster tandem ramps which lift the car high enough for a mechanic to stand underneath it to work. McDermott now has six filters, or mechanics, and a total staff of sixteen. He hopes to expand to a staff of twenty after a recruiting trip to Taiwan.

All mechanics go to Sweden or Germany once a year for advanced training. Labor charges are SR75 per hour at the Volvo center.

Last month the center completed 290 jobs, well above its monthly average of 200. McDermott's express service is his most popular, handling about 12 emergency jobs a day. "If a driver needs a fan belt or a slight repair we often do it on the spot while the customer waits," the manager says. About ten per cent of his service is set aside for people from out of town. "They just can't be told to come back some other time. They need to get on the road right away."

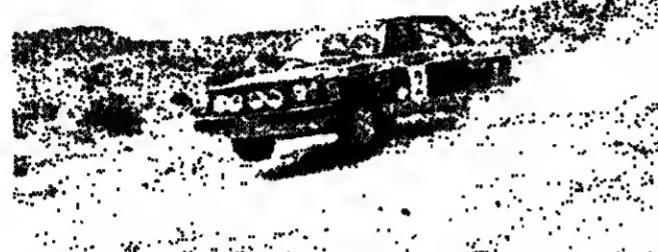
McDermott plans to open a body repair section soon which he trusts will be busy, profitable and popular among Jeddah drivers.

The Volvo center, in addition to bringing in some of the best garage equipment in Jeddah, has also imported that time honored expression that the customer is always right.

One of the chronic problems McDermott noticed when the service center first opened in July of 1978, was the development of bubbles on the windshield of Volvos unprepared for Jeddah's excessive summer humidity. He replaced them all free of charge, regardless of the age of the car. "We don't argue with the customer. If he comes in with a problem and it's our fault, we solve it."

A Volvo comes with a year warranty regardless of mileage. This is honored at the Jeddah center. Glancing through his records, McDermott listed a six-month-old car with 16,000 miles, a 10-month-old car with 18,000 miles and an eight-month-old car with 11,900 miles all of which were serviced at no charge to the customer under the promised warranty.

McDermott will soon be initiating a free check-up program. He and his staff plan to review their records regularly, contact customers whom they have not seen for several months and send them a



remainder to come in for a free inspection. Should the customer decide to buy a new car, McDermott's center will give him a free estimate of the turn-around value of his old one, an exchange service quite rare in Jeddah.

In this way, McDermott hopes to start a ten-year plan for each car sold, rather than the customary three to four year ownership per customer. It will also increase sales, McDermott hopes.

"Our average customer in the Western Province is a three, four or even five car man. We hope to turn all those cars into Volvos."

Sheikh Amal Kandil, the owner of Jedco of which National Automobiles is a subsidiary, stocks his showroom across from the Sheraton with Volvo's full range of models designed to suit the more economically minded customer as well as the wealthy businessman.

Volvo's 240 series, the less expensive, sells the most, Kandil says. The 244DL runs about SR30,000 and the 245GLE, the

top of the line, costs approximately SR37,000. Kandil sold 610 of this series in 1978.

The 265 costs SR41,000 and the most expensive Volvo of them all, what Kandil calls the "queen of cars" sells for SR120,000. It is the 264TE. Two hundred of the 260 series were sold in Jeddah last year.

One of the more interesting features of a Volvo is the left foot rest for the driver, designed so that both feet are on the same plane, reducing fatigue and muscle strain. All basic controls, the turn indicators, light dimmers and windshield wipers are on the steering wheel, a feature American ma-

pone. Power steering is optional in a car which can turn 360 degrees in a 32-foot 2-inch circle. All models are equipped with a front stabilizer bar to minimize body roll in cornering, as well as a complementary rear bar for further stability.

Michelin ZXX or ZX steel-belted radial tires are standard equipment for all models. Volvo also has disc brakes on all four wheels instead of the usual two on the front. Ventilated front disc rotors are added to keep the brakes from over-heating.

Volvo's triangular-split braking system was introduced in 1966. The two front wheels and one in the rear are served by two independent circuits so that should one circuit fail, only one rear wheel would be affected.

The 240 series uses the B21F Volvo engine, a 2.1 liter overhead camshaft in-line four with 107 horsepower. This engine has continuous fuel injection. Its exhaust system automatically senses the amount of unburned oxygen in the exhaust flow and regulates the fuel accordingly.

The 260 series is equipped with the B27F engine, an overhead camshaft V-6 with 127 horsepower.

The 240 series gets about 28 miles to the gallon and the 260 series gets 24 miles on the highway, an issue to which drivers in Saudi Arabia need not attach much importance.

McDermott believes that the safety of the Volvo car is its most attractive feature. U.S. National Highway Traffic Administration studies have rated the Volvo 244 sedan the safest car in its class.

Another improvement added to the 1979 model is the gas-filled shock absorber which makes servicing and repair easier than before, says the service center manager.

There are also more interior options in the 1979 model. Leather upholstery is available for all models as are rear headrests, children's seats and harnesses and adjustable, or "floating" steering wheels.

Both Volvo's 240 and 260 series are equipped with McPherson strut suspensions, coil springs and rack and pinion steering which, with its fewer moving parts and joints affords greater accuracy and re-



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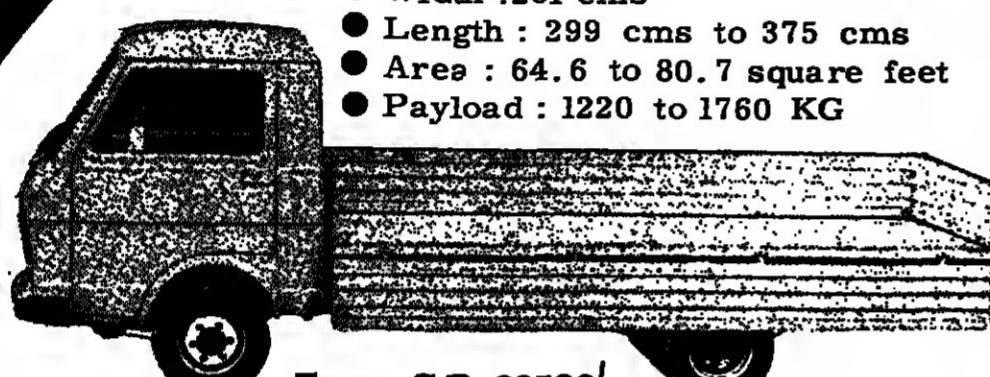
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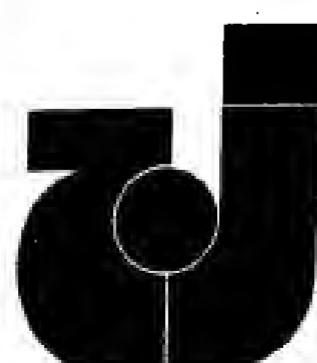


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Jamjoom: The Flagship of Peugeot fleet

By Tim Sisley

Before the Jeddah to Taif road was built the desert route was plied by old Ford and Chevrolet station wagons from the 1930s, known to all from their plywood paneling in Arabic and English, as the "box". The modern highway came and the taxis became Japanese, but the name lingers.

The Peugeot box, the 50-family estate, accounts for some 80 per cent of all Peugeot sales in Saudi Arabia. Farouk Jamjoom of Mohd. Nour Salah Jamjoom Brothers on Mecca Road in Jeddah, the Peugeot agents for the west of the Kingdom, says that it sells mainly to large middle-class families, who with foreigners who have known Peugeot in Europe and Africa, makeup most of the Peugeot market.

Selling for about SR26,000 without air conditioning and some SR29,000 with, it has three rows of forward-facing seats and a 1971 cubic centimeter engine. Jamjoom suggests that one good selling point is that the resale value of a "box" in good condition up to the end of the second year of ownership will be unlikely to be less than 90 per cent of the original price.

Ten months ago the Jamjoom family concern in Jeddah that dealt in Peugeot and Hino trucks from Japan split up into two separate entities, to allow more scope for expansion. There is now no commercial relationship between them.

Since then Peugeot has had a good year, with a growth rate of between 15 and 20 per cent over 1977, selling some 2,000 vehicles. The reorganization gave Peugeot twice as much space for stocks and workshops, and more expansion is planned for this year.

A representative has already been found in Khamsin Mousait, and Jamjoom is looking for one in Medina. A new bodywork shop is being built at the moment, and new workshop equipment is to be installed.

In that expansion there are hopes pinned on a model new to the Saudi market, the Peugeot 305. It is a 1500 cubic centimeter front wheel drive



Sheikh Farouk Jamjoom

four-door saloon with independent suspension. Aimed at the middle of the range of potential customers, it sells for about SR27,000 with radio and air conditioning and around SR22,500 without either.

It is available now at Jamjoom's. The model was introduced in Europe early in 1978, and it had been hoped to bring it to the Kingdom in April of last year. But it was so successful in Europe, having sold 150,000 already, that there were simply none left for anyone else.

Jamjoom's also handles the flagship of the Peugeot fleet, the 604, limousine. At about SR44,000 for the automatic version and around SR42,000 for the four-speed manual, it has a 2664 cubic centimeter engine and twin carburetors, it is capable of 185 kilometers per hour.

At the other end of the range is the Peugeot 104, a five-door hatchback that sells for some SR17,000 without air conditioning. It has independent suspension and dual circuit braking. The 504 saloon, a sister of the "box", sells for about SR27,000 with air conditioning and some SR25,000 without. Jamjoom also sells

The cars Jamjoom sells are given a free service after 1,000 kilometers, and he says that he will bear the responsibility for any technical fault, to the extent of replacing an unsatisfactory car. Both mechanical and body treatment are available, and depending on how many people are waiting it would be usual for such a problem as an exhaust pipe needing replacing to be done on the same day. Twenty people work in the spare parts department and there are six months' worth of stocks of every part.

Jamjoom says that his workshop does not make a profit. His charges will only cover the expenses involved in running the facility, as it is more important to get a good name for Peugeot cars and their service.

The Peugeot agency for the Eastern Province is held by Auto-Marketing in Al-Khobar, and for Riyadh by Abdul Aziz Asseem. Both are expanding. Auto-Marketing will complete a new garage in March and the Riyadh dealers are now starting work on a new site on the main road to Dhahran to house all its facilities, including a workshop where three of the 50 mechanics are French factory-trained.

But there is one problem that Jamjoom has not suffered from that is facing the Riyadh dealers. Although the French factory has put up its prices in the past year by nine per cent, the fluctuating exchange rates of the later half of 1978 have meant that prices to Saudi buyers have gone up between 15 and 20 per cent. Jamjoom's sales have apparently not dropped significantly as a result, but Asseem's have.

Peugeot is a family business, with family members holding about 42 per cent of the shares in the group formed by Peugeot-Citroen's takeover in January of the Chrysler operations in Europe. After that move the company became the world's sixth largest car manufacturer after General Motors, Ford, Chrysler U.S., Toyota and Nissan. In Europe the group has 20 per cent of an annual market of 10 million cars; its nearest rivals, Ford of Europe and Renault, have less than 15 per cent each. It has an aggregate capacity of two million cars and trucks a year.



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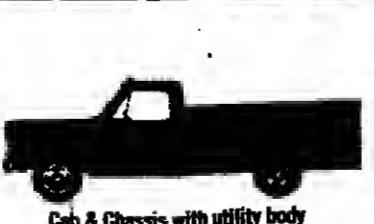
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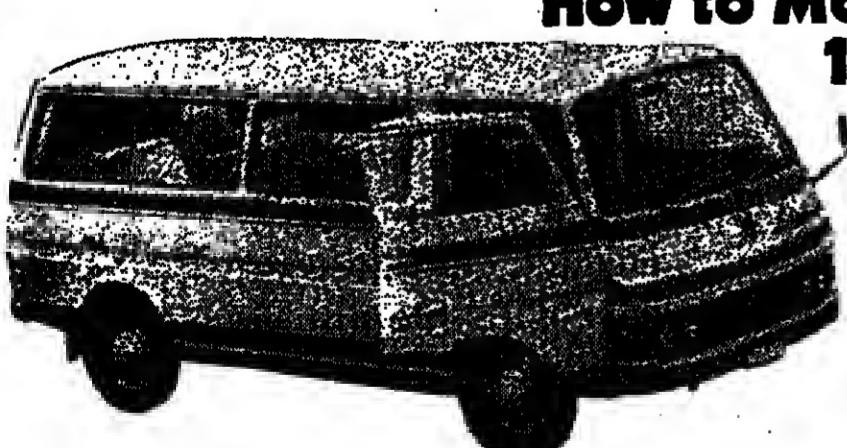
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Mazda sales up 20 per cent

By a Staff Reporter

Haji Hussein Alireza Co. Ltd. Saudi Arabia's largest importer of passenger cars, according to its general sales manager David Ewer. In the first ten months of 1978, its Mazda imports accounted for 35,000 of the 212,000 vehicles brought into the Kingdom.

With sales some 20 per cent up in 1978 over 1977, Haji Hussein Alireza sells about 3,500 vehicles a month, and apparently shows a steady growth rate.

The Mazda factory in Japan is approximately as small as the BMW plant in Germany, and although the evidence of the Kingdom's streets might be to the contrary it has an output far smaller than those of the giants of the Japanese car world. The models supplied, although popular, are accordingly limited in range.

The most sought after model, the sales of which make up around 90 per cent of the vehicles Haji Hussein Alireza sells, is the Mazda 929L. It is a four-door sedan easily recognized by its solid look, with an 1970 cubic centimeter engine. A variant, the 929L Limited, has more swept-back sporty lines. With air-conditioning, the Mazda 929L retails for SR 19,500, without for SR 17,000, the Mazda 929L Limited with air-conditioning for SR 21,00 and without for SR 18,000. Ewer says that the 929, in those and earlier models, has sold more units than any other car in Saudi Arabia.

Although the 929L has four forward speeds in its gearbox, it is possible to obtain five with the 929L Limited. There are some useful touches to the interior of the Limited that one tends to expect only in more expensive cars: the wing mirrors can be adjusted from the inside, the clock is digital quartz, and the windows are electrically operated. Perhaps best of all, a warning panel lights up in case of fault in the side-lights, license plate light, either brake light, brake linings, or



Sheikh Hussein Alireza, flanked by a Mazda dealer and a representative of the Japanese manufacturer at the opening of the Mazda service department.

vacuum booster; and if the windscreen washer, battery or fuel tank are empty

The other passenger car Haji Hussein Alireza now offers is a four-door hatchback, the Mazda 323. The two-door model is not available in the Kingdom. With a 1300 cubic centimeter engine, it can be bought with air conditioning for SR 15,000, and without for SR 13,000.

Haji Hussein Alireza is shortly to introduce a new model, fitting in the gap between the 929L and 323. The 626, will be available in two or four-door versions, with 1600 or 1800 cubic centimeter engines.

Ewer sees his competitors as principally Datsun and Toyota, and attributes his company's holding its own against them in part to active marketing and frequent advertising. But he says that the Mazda passenger car is a quality vehicle.

The fall of the dollar and the phenomenal rise of the yen last year dented Japanese motor manufacturers' sales in many markets. Ewer says that his prices have gone up some 15 per cent in the past year. He agrees that some people may have been put off by the increased costs of buying a Japanese vehicle, but sales rose by 20 per cent over the same period.

There is a caution, though, that the company pays for the cars at the exchange rate prevailing when the ship docks, so any quotation can only be approximate.

Haji Hussein Alireza keeps



Mazda 626

between 4,000 and 5,000 vehicles in stock in Jeddah alone, in pounds across the city from Kilometers 2 and 24 of Mecca Road to south of Petromin, and Ewer says that supply of as good as any model is immediate. In this he is helped by a limited selection of colors that relies on red, white, blue and silver.

No accessories are fitted in Saudi Arabia, and it consequently takes more time to supply a car with stereo radio and cassette player, air conditioning, inertia reel safety belts, electrically-operated windows, power steering, a five-speed gearbox, electric wing mirrors and electric trunk and petrol cap opener. Many of those are anyway fitted as standard.

Ewer sees the public in Saudi Arabia as coming to realize that availability of servicing and parts is a major factor in selecting a car to buy. He is proud of his service department at Kilo 11 on Jeddah's Mecca Road, which has now been fully operational for some 12 months.

(TS.)

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Sheikh Abdul Lateef Jameel

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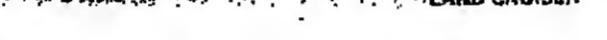
Huge store at Medina road and a complete workshop which cost millions to build in addition to a training school for Saudi boys wishing to join the business.

"Ours is the largest car company in Japan and the second in the world," Abdul Lateef Jameel says. "As the largest importer in Saudi Arabia we feel duty bound to make our spare parts available to anybody easily and cheaply."

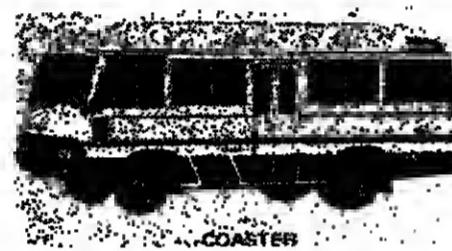
Toyota produces 14 models. These are Corolla, Carina, Celica, Corona, Cressida, Crown, Hi-Lux, Stout, Coaster, Landcruiser, Dyna, Hi-Ace, Toyo-Ace, Toyota Trucks. As though this is not enough, these models have 93 versions to choose from. (F.M.L.)



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Experts advice on desert driving

By a Staff Reporter

Sheikh Abdul Lateef Jameel sat well back in his chair at his modest office near the Chinese embassy in Jeddah to reminisce about a success story called Toyota. He won the agency for Saudi Arabia in 1955, five years after Toyota had started post-war production in Japan.

Sheikh Abdul Lateef says his first order was for ten four-wheel drive cars at the request of the company which was anxious to establish a foothold in the Saudi market. Most car imports those days were four-wheel vehicles because of the dearth of motorable roads. "Imagine," Sheikh Abdul Lateef adds, "we could not sell those ten vehicles in the first year of the agency, but slowly we began to sell more. When we sold thirty vehicles in one year we graduated ourselves on the success. Gradually, we increased our sales until we were able to dispose of thirty

vehicles a month. This was a watershed, we told ourselves."

In 1961 Abdul Lateef Jameel began importing lorries and a year later a few saloon cars. The figure continued to rise to 100,000 vehicles a year making Toyota by far the largest selling car in the Saudi Arabian market. During 1977, the company sold 115,000 vehicles giving it a 47 per cent share of the market or nearly half the total number of all vehicles entering Saudi Arabia for sale every year. The number of Toyota cars imported into Saudi Arabia represents nearly seventy per cent of all Toyota cars sold in the Middle East.

Abdul Lateef Jameel employs some 1400 people as of November 1978, and he has offices and branches in Jeddah, Riyadh, Dammam, Hofuf, Taif and Mecca in addition to dealers all over the country.

Experts advice on desert driving

By a Staff Reporter

From the homemade Volkswagen dune buggy to the over SR 60,000 British Leyland Range Rover, the desert vehicle is a natural in Saudi Arabia with its long stretches of sand and numbers of people with leisure time and money to spend on recreation. The buyer has several to choose from in this area. American cross-country products include the General Motors Corporation Jimmy, the Chevrolet Blazer, and the International Harvester. Japanese models are the Toyota Land Cruiser and the Nissan, Suzuki, and Daihatsu products. British-made vehicles are the Range Rover and the similar Land Rover. All are cross-country vehicles they can be driven on almost any terrain.

But there is a lot more to travelling in the desert than going to one of the dealers and paying for the vehicle. First, the buyer must decide what his needs are.

If he wants to play around on beaches and other sandy

areas for short periods of time, he should consider the dune buggy.

The true enthusiast can create his own dune buggy by cutting the body off the frame of the Volkswagen (or any other small car) and making a few other modifications. The weight of the vehicle is the crucial element of the work. On Volkswagen it can be decreased from the original 1,500 lbs. to 800 lbs. or less.

With the addition of 12:15 inch wide tires (normal width is five inches) and an inflation pressure of four to eight pounds per square inch (normal air pressure in average size tires is 20-32 p.s.i.), the dune buggy will move on sand better than its competitors, even with its two-wheel drive.

However the individual who wants greater safety and durability to travel longer distances should make another choice. He must consider several aspects of the machine he is purchasing, and then know something about making his own modifications on it. One of the first things he

should do is talk with others who have experience with desert travel in this area of the world. The following suggestions were made by two such people, Robert Wilkinson, a chemistry teacher at the University of Petroleum and Minerals, who has traveled extensively in the Eastern Province desert area; and Robert Crack, a mechanical engineer at U.P.M., who is an experienced automobile hobbyist. Both own and maintain British Leyland Land Rovers.

First they say the buyer should purchase a vehicle with four-wheel drive. This extra traction is essential in the sand unless the vehicle is uncommonly light (like the Volkswagen dune buggy).

Second, he must determine what type of tire he wants. Many enthusiasts advocate tires which are designed for travel on sand. This type of tire is rounded at the edge (almost balloon-shaped), and the treads are straight lines around the circumference of the tire.

In addition, there are fewer treads which are spaced farther

front and back axles). The driver has to decide which of the wheel-base lengths is best for the terrain he will be crossing.

Once the vehicle is purchased, the owner then must decide what modifications to make and what extra equipment to add.

Wilkinson added a spare gasoline tank and thus doubled his fuel capacity. He also made extra fittings to hold jerry cans which can carry extra gasoline or water, and installed hooks and elastic straps to hold down heavy items on bumpy rides.

A good battery clamp is an important modification. Most vehicles have the battery situated in a metal tray or brace. If the battery should become dislodged during a rough trip, it could become damaged and fail to operate.

Extra wheels can be carried as a safety precaution. Sharp rocks or debris left by previous visitors to an area can puncture tires.

In case the vehicle does get stuck in soft sand, Wilkinson and Crack have several suggestions concerning spare tires.

every driver will at one time or another have to dig his vehicle out of the sand to apply traction aids.

As a protective measure, grease, cardboard, or some other material should be stored away to protect the paint and glass during desert "shamsas" (wind). Without them, the sand will blast away the body paint as well as cut headlights and windshields, making them opaque.

Now there are a few rules he should follow when driving in the desert.

Before leaving he should tell someone where he is going and when he will return. The best plan is to travel with another vehicle in case of a breakdown or other problems. One should travel roughly one-half mile in front of the other, to prevent both from running into the same soft sand or other danger spot.

Another rule is that the driver must drive slowly enough so that he can stop within his range of vision. The reason is that he can avoid hazards such as soft sand or the downwind angle of sand dunes. The

windward side of the dune rises at a gradual angle, which might give the driver a false impression of the slip angle of the downwind side, which is much steeper.

If the driver does go down the downwind side, he should move in a straight line rather than zig-zagging and possibly putting the vehicle in a side-

ward side. Naturally, the best alternative is to avoid dunes whenever possible.

Sabkhas are another challenge for desert travelers. A crust of sand covers a fine salt and sand composition underneath. These areas are usually damp and therefore dark colored, but when dry the crust is hard. The driver can estimate the dampness by the color.

One way of guessing whether the sabkha will hold up weight is for the individual to get out of his vehicle and walk over it. If he guesses wrong he can let some air out of his tires (about five p.s.i.) or use the various traction materials to get out of the sand.

A shovel is another indispensable piece of equipment, since



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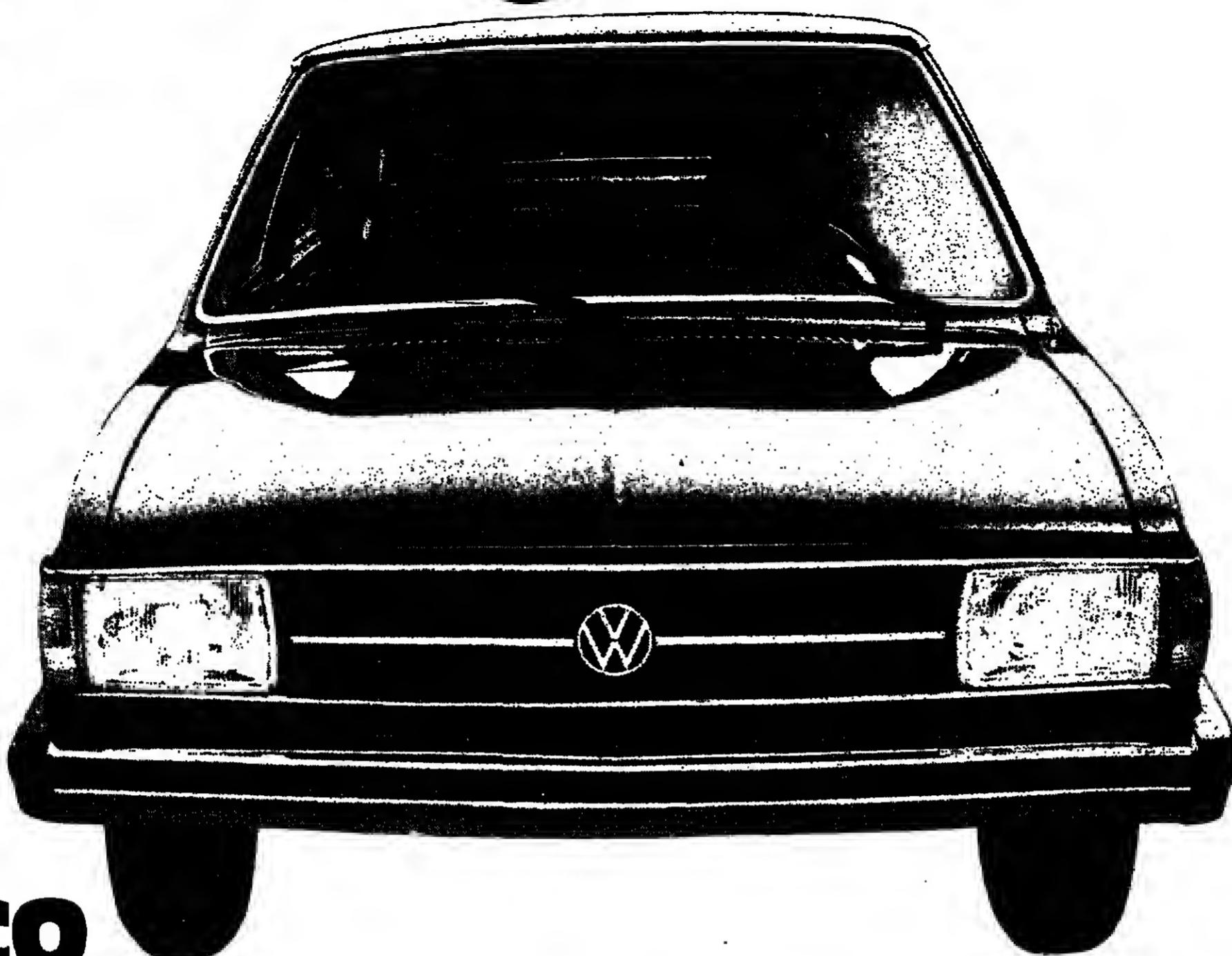
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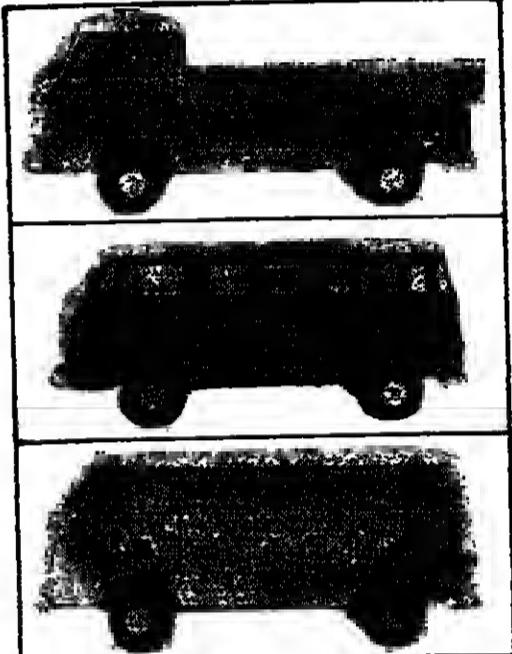
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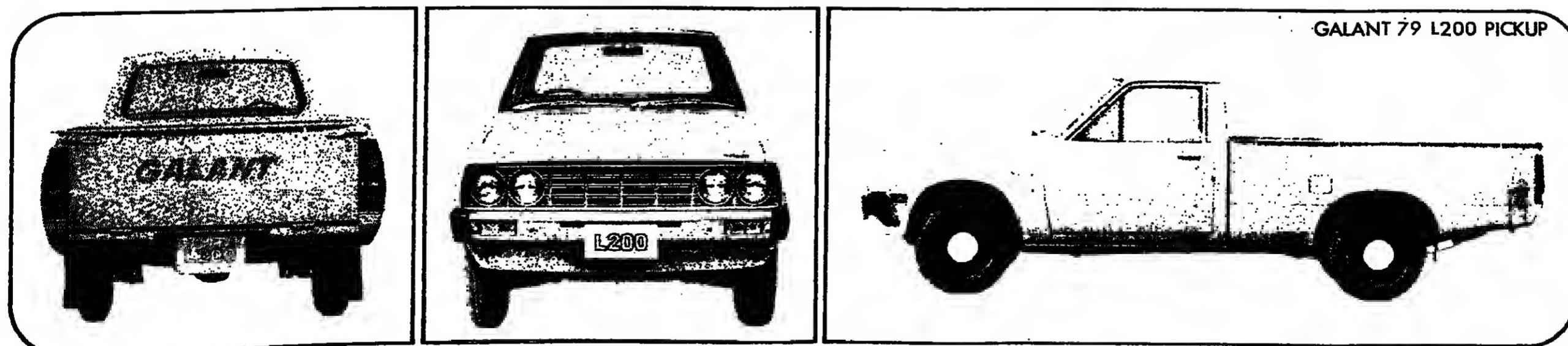
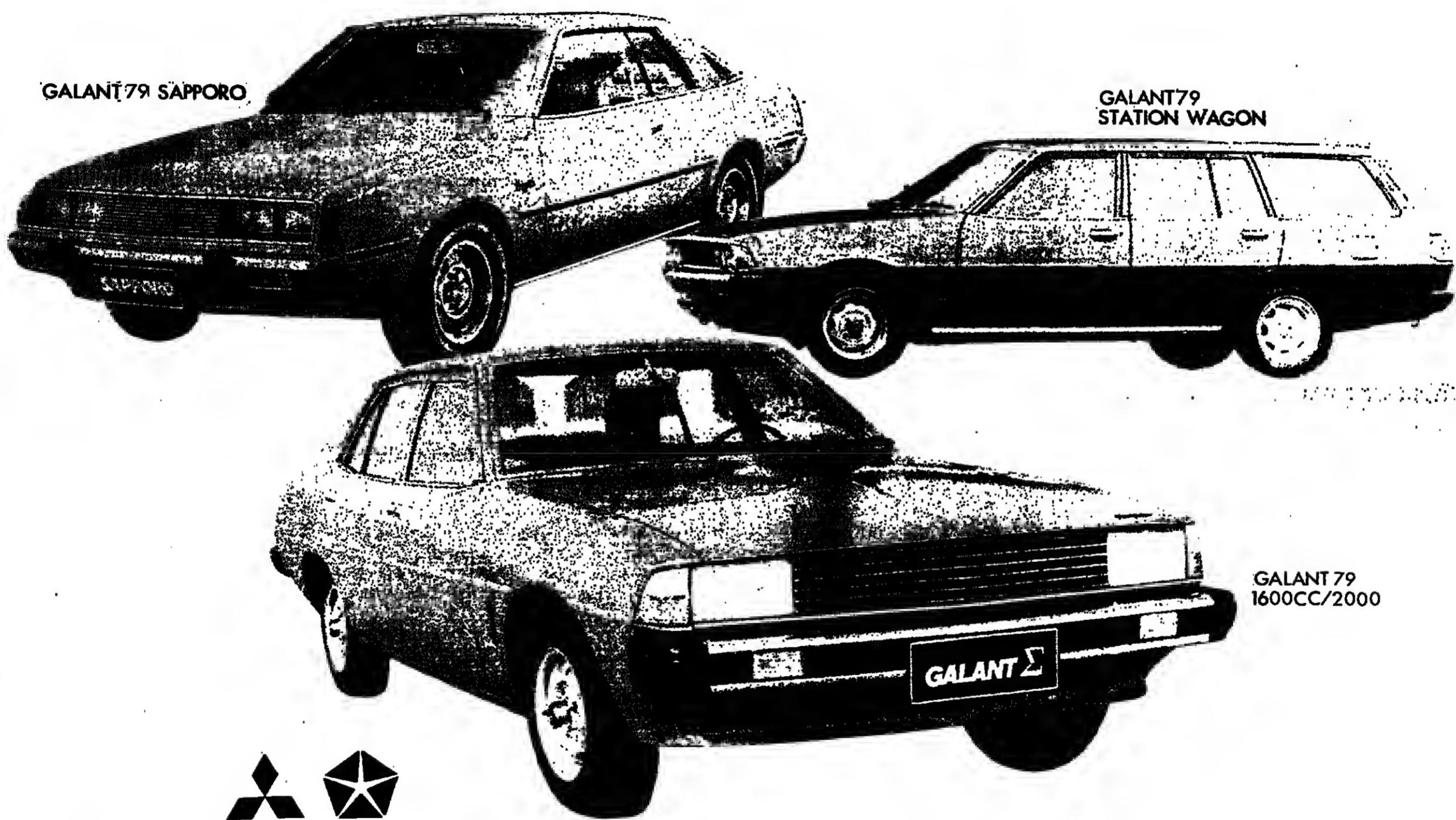
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The Galant 1200 designed for Saudi Arabia

By Farouk Luqman

One of the great success stories of the motoring trade in Saudi Arabia is the pick-up, popularly known here as the "unit," which is slang for the first vehicles of this type imported some years ago and had a capacity of 1.8 tons.

Toyota Hi-Lux pickups were a runaway success as they effectively replaced the Arabian camel as a means of transport and beast of burden. Then Datsun entered the market with its own pickup followed by Mazda. Together the pickups formed the largest selling vehicles in Saudi Arabia and still do.

The firm of Essayi, agents for Chrysler wanted a pickup of their own but had to wait several years until Chrysler acquired the Japanese firm of Mitsubishi Motor Corporation, MCC.

Combining, in the words of Saleh Essayi, Manager of the company, "American technology and Japanese accuracy," MCC designed and made a prototype pickup suitable for the Saudi market. They spent three years testing the vehicle in the difficult terrain of Qassim and outside Riyadh until

they were satisfied that they had a good vehicle. The first consignment of MCC Galant pickup sold like hot cakes.

"We could not have enough to meet the deluge of orders," Saleh said "and we have ordered a lot more." It is now selling beautifully, he added.

The engine is the 4G32 OHC with 1597 cc displacement, a proven high-power, long-term performer. It has plenty of torque for every job, and offers excellent fuel economy.

The chassis is as strong as Mitsubishi can make it, and since they are famous for their long-distance rally wins, that means it can take any kind of terrain. The shape and structure of the side frames and cross members are designed for optimum strength and durability.

The cabin has been engineered for utmost comfort, using the same type of design as a passenger car. The seat angle provides ideal back support so that the driver feels relaxed even after hours of driving. And the seat adjusts backward and forward through a wider range than most other pickups to match any physique. It has an extra baggage area behind the seat with plenty of room

for tools, carry along gear or small bags.

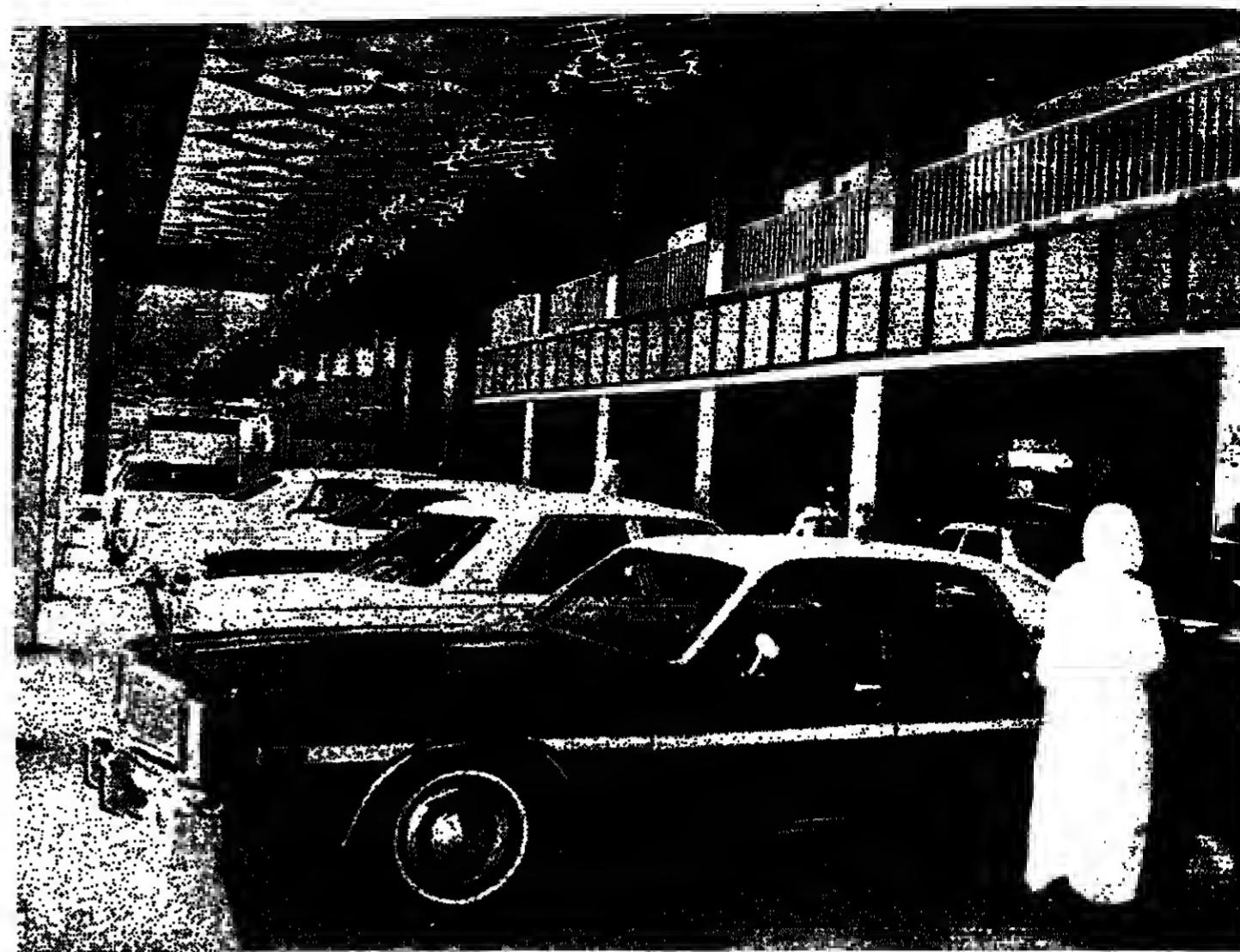
"We are confident," Saleh said "that sales of the L200 pickup will soar and may soon be in the front rank of pickup sales in Saudi Arabia."

Essayi is a partnership between two cousins. Sheikh Ali Abdulla Al-Essayi and Sheikh Omar Qasem Al-Essayi. They started operating rather modestly in 1967 with a small number of cars. At present they distribute Chrysler products, Plymouth, Galant, Lancer, Sapporo, Fuso, tippers and Canter pickups as well.

The Galant saloon is their best selling car so far and the price ranges between SR.14000 and SR. 23000. Their most expensive car is the well-established Chrysler New Yorker.

And they are still expanding.

Their Mecca Road office is being extended to become one of the largest showrooms in Jeddah while their head office will be shifted to Kilo 11, Mecca Road where it will be housed in a 247,000 square meter area for service, spares and repairs in addition to their branches in Dammam and Riyadh and their planned branches elsewhere.



Essayi showroom on Mecca Road.



The Galant L200 pickup, a relatively new entrant into the Saudi market was designed specially for Saudi Arabia.

Japanese experts training apprentices at Al-Essayi.

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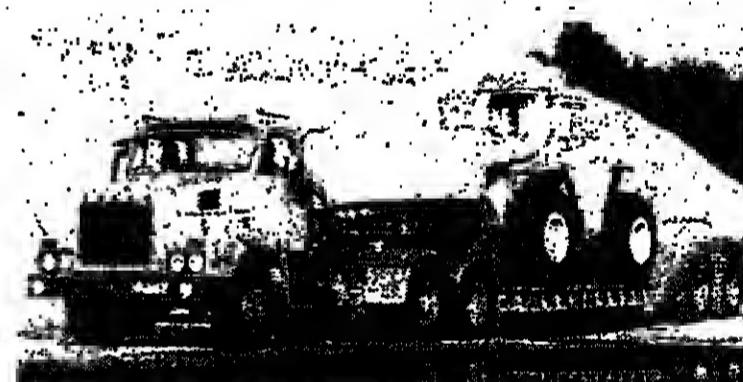
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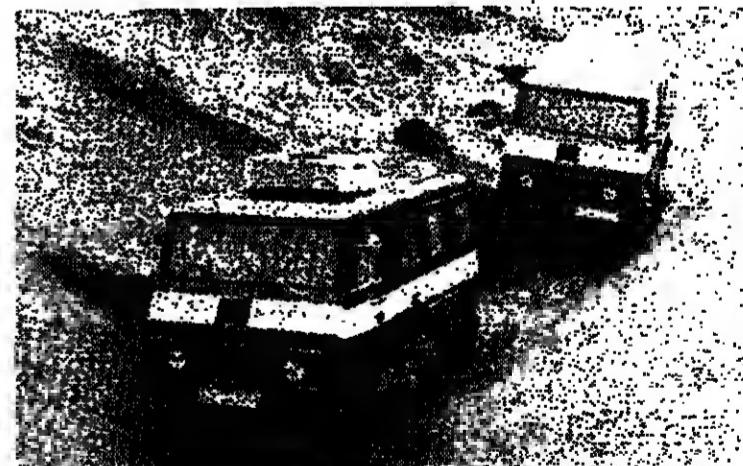
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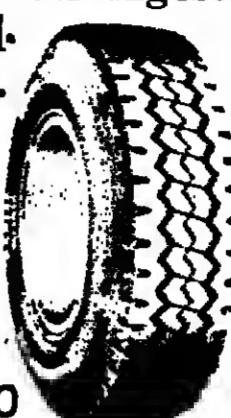


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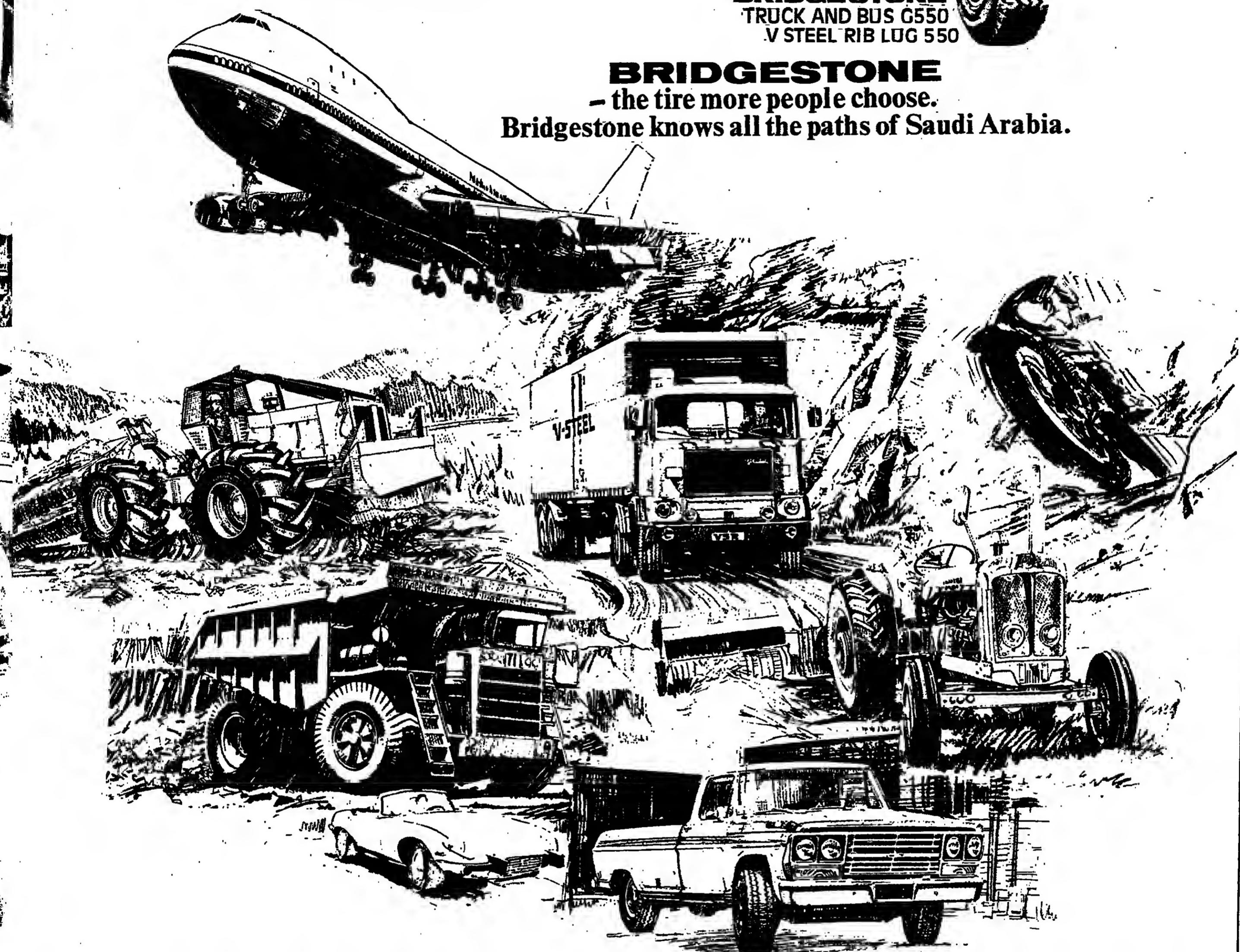
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Juffali reduces waiting time for Mercedes cars

By Farouk Luqman

While the Juffali Group is one of the largest companies in Saudi Arabia and has a host of internationally known agencies, they are most "popularly" known for being the agents of Mercedes vehicles in this country.

Mercedes cars and trucks are perhaps the most prestigious names in the motor trade in these parts of the world despite their relatively high cost. A Mercedes saloon car is a successful man's dream while a truck is the aspiration of every self-employed trucker in the country.

But despite this popularity, Mercedes saloon car sales account for only a small percentage of the Saudi market somewhere near the two per cent mark. The reasons are many.

Mercedes saloon cars cost twice as much as some other cars while a truck is only for those who can afford the best. Another reason is that Mercedes-Benz of Germany does not believe in swamping the market with its products. At one time the waiting period for a car or a truck in Jeddah used to exceed ten months to a year. It is much less now because the demand for all vehicles in the country has tapered off. But there is still a waiting period for most models, according to Ali Abdul Fattah, marketing manager for Mercedes-Benz vehicles.

Still, the success of Mercedes vehicles here has been more than satisfactory to the agents. There are today between 35,000 and 40,000 vehicles on the roads hacked up by an excellent after sales and spares service.

Ali Abdul Fattah said that the company got the agency in 1960 but sales picked up in 1972 when the company sold 1,300 trucks of the most popular models, the 1924 and the 2624.

During the peak year of 1976 the company sold 12,000 trucks at the rate of nearly 40 a day.

This figure has given the company 88 per cent of the truck market in Saudi Arabia according to Ali Abdul Fattah.

When asked to comment on the high cost of repairs at Mercedes garage Ali said that the company always provided the best service by the experts. In fact Juffali has a school for apprentices which offers 4 year course in all aspects of car maintenance. Some of the more promising students are sent over to Germany for higher education at company expense. The company has at any given time nearly 2,000 personnel in the country.

Within the range of Mercedes saloon cars, the cheapest is the Mercedes 200 which is priced at SR 40,000. The most expensive is the Mercedes 600 which, with all the options imaginable, reaches SR 400,000. Of these, the company receives a quota of twelve a year. They are all entirely hand made, Ali said and are sold out. "We could sell more of them if we can get more than the quota allotted to us," he said.

Other models are: 230 and 230 C at SR. 44,000; 250 at SR. 50,000; 280 S at SR. 60,000 to SR. 75,000; 450 SEL SR. 92,000 to SR. 95,000; 450 SEL 6.9 at SR. 130,000 to SR. 170,000; 230 T which has five doors at SR. 49,000; 250 T, six cylinders at SR. 55,000; 280 TE at SR. 62,000.

The Juffali Group is a major shareholder in the National Automobile Industry, a joint venture with Daimler-Benz for the assembly of commercial vehicles in Saudi Arabia. It is the first undertaking of its kind in the country, and is intended to ensure the future supply of commercial vehicles of all kinds in the face of ever growing demand from the road haulage and construction industries. The plant is located in Jeddah and is designed to produce in the initial phase up to 6,000 units a year on a single shift basis.



Sheikh Ali Abdul Fattah



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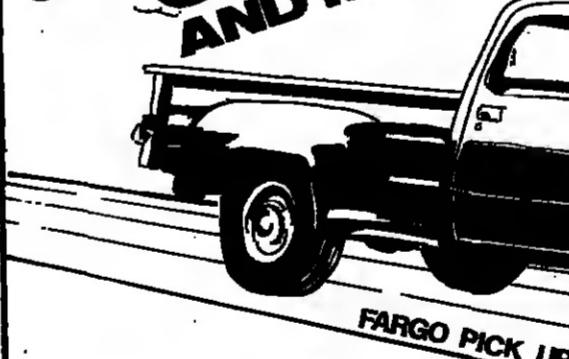
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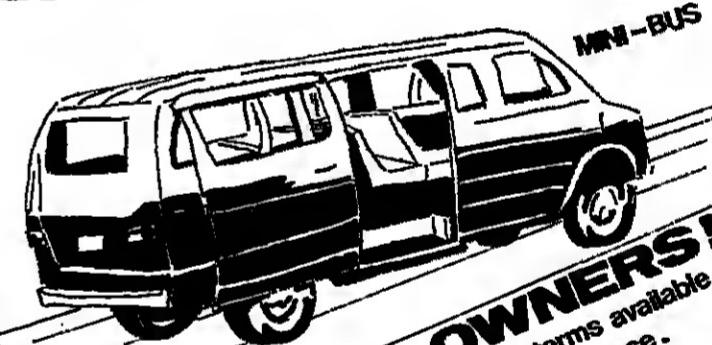
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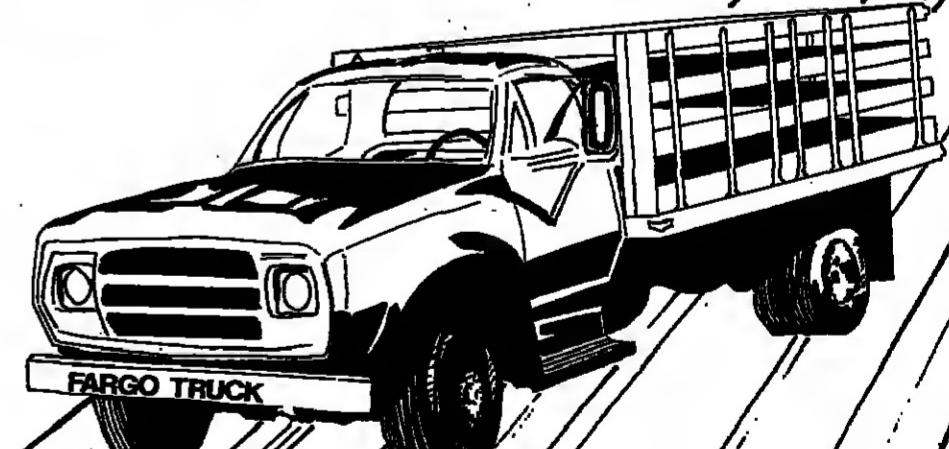
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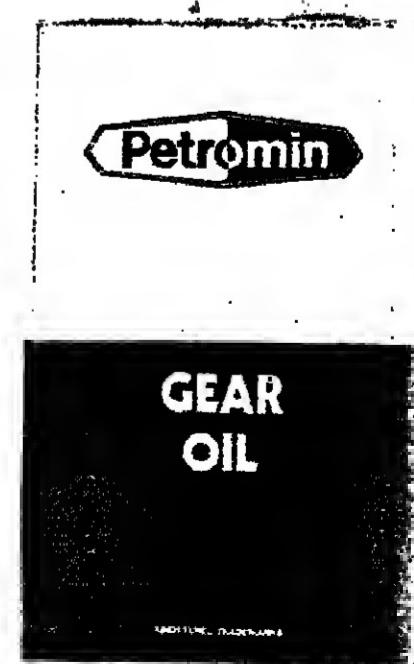
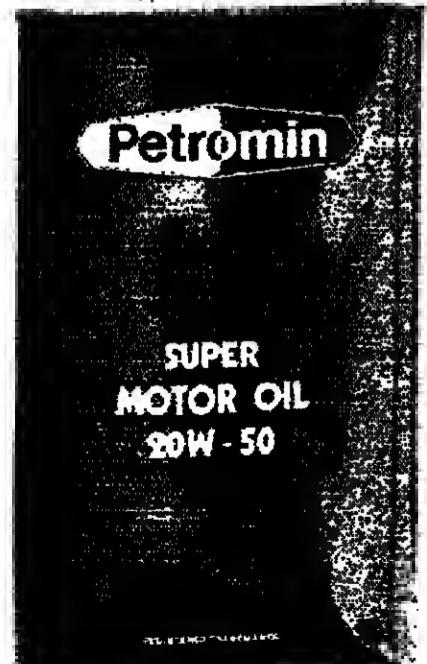
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بترول مين



Renault ideal for Jeddah streets

By a Staff Reporter

They say that French cars are built for French roads, rather than vice-versa. They are designed to withstand the bumps, with suspension and road-bolding geared to cobblestones and the Alps. So they should be ideal for potholed Jeddah.

United Brothers has been the Renault agent in Jeddah for about a year, and the company is pleased with its progress. Mubammad Al-Khureiji, one of the three brothers and a father in the company's title, says that with 80 per cent of sales targets met each month, United Brothers is "doing very well."

The company, though, is not going all out for sales. Khureiji maintains that the old days when drivers expected a car to last no longer than a couple of years in the climate and on the roads are gone. People are now going more for quality, and purchasing habits are changing accordingly.

People are starting to want quality, he says, and United Brothers is trying to catch that movement. The firm is bolding back on its sales drive until a comprehensive back-up service can be established. It plans to set up a full-scale workshop to give the kind of attention it sees people starting to demand. No site has yet been found, but much of the material has been ordered and mechanics from France, the Philippines and the Renault plant in Turkey will be coming out to get the system under way.

Until then Khureiji says that United Brothers wants to keep sales at a manageable level. They are "not interested in pushing sales, but in pushing the idea of a quality car, and regaining the image of Renault in Saudi Arabia." He says the back-up and after-sales service is fairly advanced now; although there is no facility for panel-beating, anything but a



Renault

big problem can be sorted out in the existing workshops in a couple of days at the maximum. There are 15 mechanics at United Brothers now, with a stock of spare parts the extent of which might be best judged by the company's having sold parts to Turkish pilgrims who had driven down in Renaults for the last Hajj. Khureiji says that the firm tries to keep the cost of coming back for repairs to 25 per cent below the charges of any competitor. United Brothers' labor charges are SR40 per hour, as compared with an average Khureiji estimates for Jeddah at SR80 per hour.

As the company concentrates on building up a solid foundation for future expansion, it does not budget for

made. Whether or not credit is given and how much is given apparently depends on the purchaser, but the maximum allowed is four months.

Most customers tend, Khureiji says, to be middle-aged Saudis or foreigners. The more popular models are the Renault 30TS, the Renault 5GTL and the Renault 12TS, but Khureiji has great hopes for the Renault 18, the new saloon model with a 1647 cubic centimeter engine and five forward gears, which will be available at the end of February for approximately SR 24,800.

United Brothers only deals in cars, apart from the box-shaped Renault 4 van. The Renault trucks, Savien-Berlin, are handled in the Kingdom by another agent. Although there is some family background in car dealing — the father and an uncle used to be agents for the West German NSU and the now defunct British Armstrong-Siddeley — the family is new to it as a full-time occupation.

Their only offices are in Jeddah, but this year they hope to open branches, again with comcomitant workshops, in Riyadh and Dammam.

When the expansion does come, there is significant backing from Renault in France. At one level it consists of regular technical reports on, say, mechanical or sales problems in countries with similar climates; on another on a remarkable record of success by Renault elsewhere. The past year has seen several rally successes by Renault teams, stimulating interest in the make, and car sales are consistently high.

In keeping with the aim of modest preliminary growth, United Brothers has a limited stock of models. It takes about three months from placing an order for the car one wants to arrive from France, where all United Brothers' cars are

inconsiderable slice of that notoriously resilient market.

There are 11 basic models of which United Brothers sells eight. The smallest, the Renault 5GTL, with a manual gearbox, sells for SR16,200. It is a hatchback, with front-wheel drive and a 1289 cubic centimeter engine that promises 120 kilometers per hour.

The Renault 12 also has front-wheel drive. The TL version, with a 1289 cubic centimeter engine and manual gearshift, sells for SR17,300; the TS, more sports-car-like, has a twin-choke carburetor. It goes for SR18,400. The estate model, again manual, costs SR19,500.

For four-wheel drive, there is the Renault 17TS Manual too, it sells for SR25,100. Convertible or coupe, it has a 1647 cubic centimeter engine and sweeping back lines that manage to avoid looking flashy.

The Renault 20TS manual retails at SR27,500. With a two-liter engine, the company claims a maximum speed of 170 kilometers per hour and a standing kilometer of 34.2 seconds. Power-assisted steering gives one the same chance as an experienced and enterprising Saudi taxi-driver at weaving in and out of lanes.

The flagship of the fleet is the Renault 30TS At SR30,000 for one with a manual shift and SR31,100 for automatic, it has front-wheel drive and a V6 engine. With a hatchback, as a fifth door, the space in the trunk can expand from a normal 14 cubic feet to 42.5 cubic feet by removing the back seat entirely.

The United Brothers showroom is on the outgoing Medina Road, just after the traffic lights at the junction with Sharafia and the fountain. It is also available.

Hino's KB truck most popular

By a Staff Reporter

Sheikh Ahmad Jamjoon allows that it is hard to judge exactly, but he estimates that the Hino trucks he sells are number two in the Saudi market. At an educated guess, they hold some 20 per cent of the truck market, having sold 600 vehicles in 1977 to 1978.

Jamjoon Vehicles and Equipment was established in 1959. In 1973 the company started to handle Hino in the Kingdom, and it also deals in heavy equipment such as Sakai rollers, Venati excavators and shovels, Cofran oil and Dynapower generators, concrete pumps and compressors. Until a reorganization to allow room for expansion last year the Kingdom's Peugeot agency was also associated with the company, but that is now quite separate.

The most popular model in the Hino fleet used to be the KB truck. Selling at around SR95,000, depending on currency exchange rates, its customers were largely owner-drivers. But now companies have taken over as the big buyers, and the KY at about SR120,000 and ZY at some SR165,000, both diesel-engined, are more in demand. Sheikh Ahmad says that he has had good feedback from customers on the performance of his trucks under the Kingdom's difficult conditions. The factory in Japan has also put itself out to help: on all three models such improvements and modifications have been made as fitting bigger tires, spoke-wheels and a bigger engine and creating more loading capacity.

They have diverse uses. Both the ZY and KY can have mounted body types to turn a bare chassis into a tanker, a cargo truck with a flat top, a concrete mixer, a tanker, a cargo crane, a garbage truck or a fire engine. At SR146,000 the HY 200, a diesel tractor, is also available.



Sheikh Ahmad Salih Jamjoon

over one aspect of Hino's success in the Kingdom. An assembly plant for Hino KY, ZY and HY trucks being built in Jeddah's industrial area should be finished in a few months. But the opening has been delayed at least until the next state budget in June.

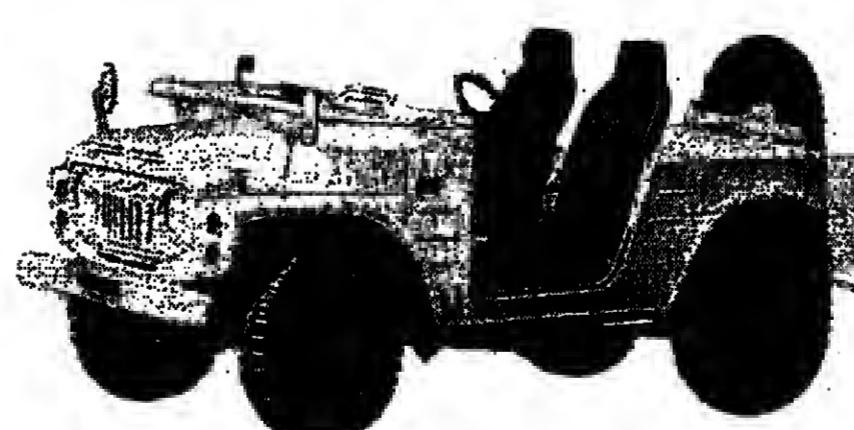
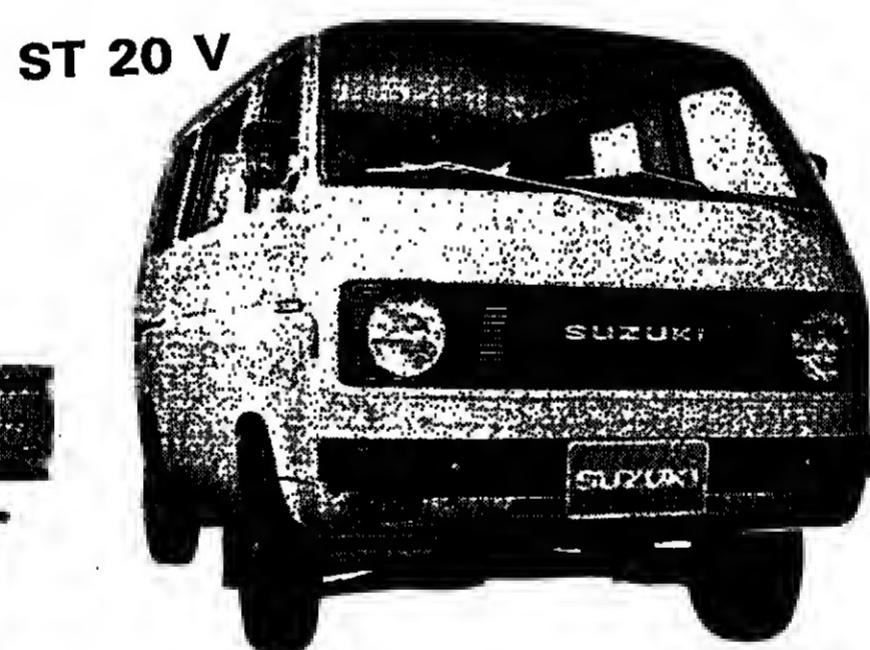
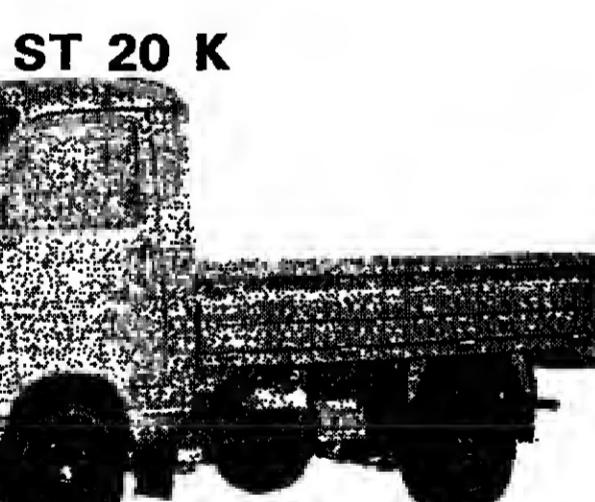
Sheikh Ahmad explains that he would have to sell a minimum 1,200 a year to be able to start production. He is now moving less than half that figure of imported trucks. With government slowing of the award of contracts to restrain inflation and the growing customer among contractors of importing their own equipment, there would be insufficient demand for the locally-assembled product. The eventual opening of the plant will depend on the regeneration of the boom.

Sheikh Ahmad thinks that his market has stabilized. From a peak sale of 1,200 in 1975-76, sales dropped off to 600 last year and 450 is estimated for this year. That is almost back to the pre-expansion year of 1974-75 total of 400 trucks.

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